

The American **BAKER**

PUBLISHED FOR THE BAKERS OF AMERICA



OCTOBER

DONUT
MONTH

International's
**"PROMOTION
 of the MONTH"**

**12 GREAT
 PROFIT
 BUILDING
 CAMPAIGNS**



Here are the 12
FEATURED PRODUCTS
 one for each month
 of the year

- Hot Fudge Sauce Cake
- Cherry Pie
- Emerald Isle Candy Cake
- Black Bottom Pie
- Lady Orchid Cake
- Sunny Peach Pie
- Stars 'n Stripes Candy Cake
- Chocolate Cream Pie
- Boston Cream Pie
- Pumpkin Pie
- Raisin Nut Pie
- Black Mirror Cake

• Here is a bakery promotion that will boost your sales, not for just a few days, but for an entire year! It offers a complete and different merchandising campaign for every month of the year. Thousands of bakers are already profiting through its use.

• OVER 250 COLORFUL DISPLAY PIECES

Every one of the twelve promotions includes sufficient display material and other merchandising aids to conduct a full-scale campaign.

• FORMULAS BY THE NATION'S EXPERTS

Cakes and pies by W. E. "Bill" Broeg and Monroe Boston Strause.

• NEWSPAPER PUBLICITY SUPPORT

Publicity stories on the featured products are run in the food section of leading newspapers. Housewives are urged to patronize their local bakeries and buy the featured pie or cake.

• ALL YOURS AT NO EXTRA COST

The "Promotion of the Month" is yours at no extra cost with the purchase of Velvet Cake Flour. Or, you can subscribe to it for only \$5.00. If you have not yet sent for this profit-building service, fill out and send in this coupon today.



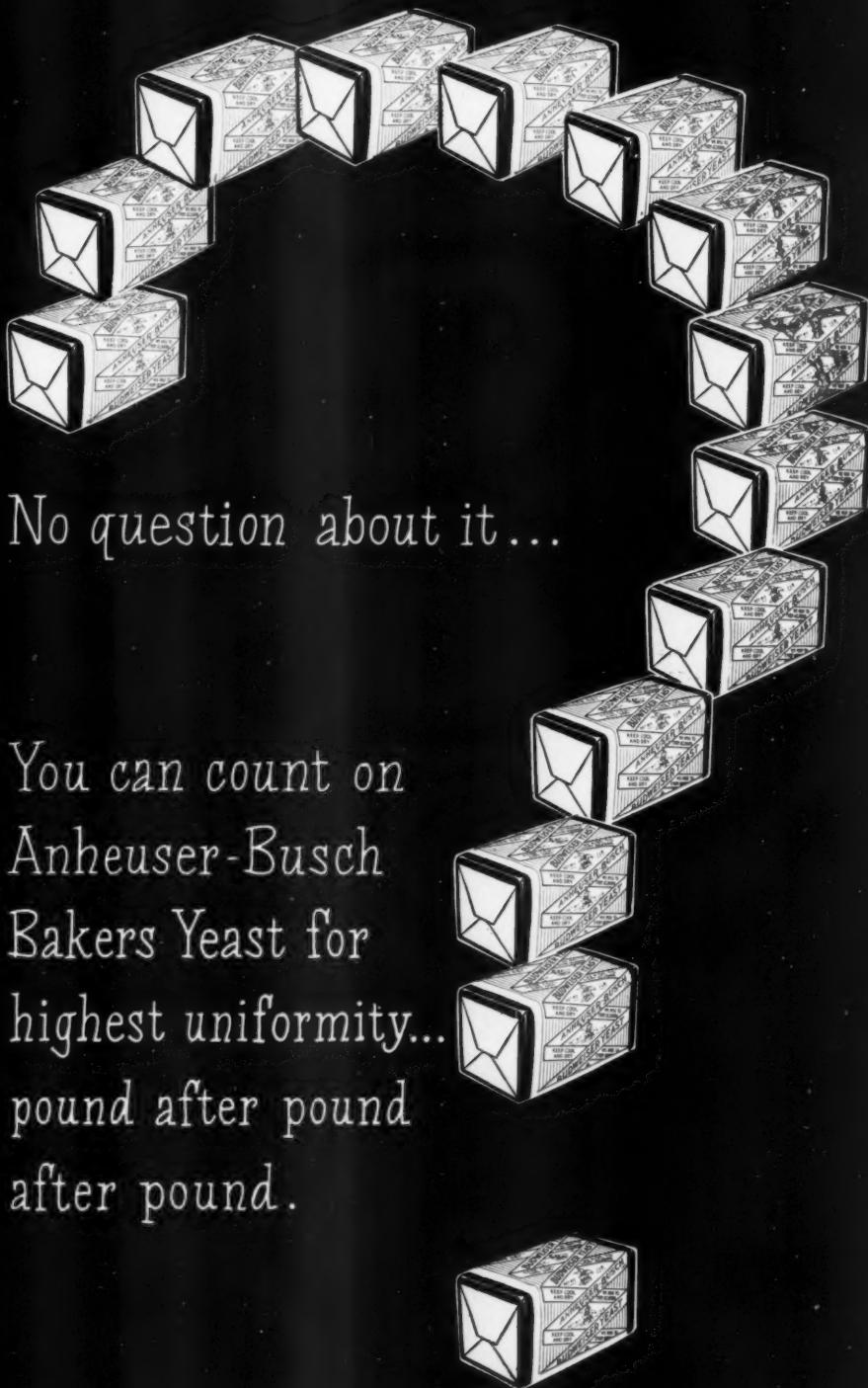
International
 MILLING COMPANY
GENERAL OFFICES: MINNEAPOLIS 1, MINNESOTA

"PROMOTION OF THE MONTH" International Milling Company Minneapolis 1, Minnesota

Enclosed, please find my check or money order in the amount of \$5.00. This pays for my subscription to the "PROMOTION OF THE MONTH" in full. Please send the first in the series of twelve monthly merchandising kits. The remaining eleven are to be sent to me one each month for the next eleven consecutive months.

Please give me further information as to how I can receive the "PROMOTION OF THE MONTH" without cost with the purchase of Velvet Cake Flour.

Bakery Name _____
 Address _____
 City _____ State _____
 Attention of: _____



No question about it...

You can count on
Anheuser-Busch
Bakers Yeast for
highest uniformity...
pound after pound
after pound.

The American Baker

Published Monthly for the Bakers of America by

THE MILLER PUBLISHING CO.

(Executive, Editorial and Publication Offices at 118 So. 6th St., Minneapolis 2, Minn. Telephone Main 0575)

H. J. PATTRIDGE, President and Treasurer
 CARROLL K. MICHENER, Vice President
 WAYNE G. MARTIN, JR., Vice President
 HARVEY E. YANTIS, Secretary
 THOMAS A. GRIFFIN, Business Manager
 WILFRED E. LINGREN, Advertising Sales Executive
 EDWIN J. HARTWICK, Circulation Manager
 JAMES G. PATTRIDGE, Assistant Treasurer
 CARL R. VETTER, Advertising Production Manager

EDITORIAL STAFF

FRANK W. COOLEY, JR., Editor
 CARROLL K. MICHENER, Executive Editor
 MILTON B. KIHLSTRUM, Managing Editor
 HARVEY E. YANTIS, Associate Editor
 MARTIN E. NEWELL, Associate Editor
 GEORGE L. GATES, Market Editor
 ROGER BERGLUND, News Editor
 DONALD NETH, Assistant Editor
 EMMET J. HOFFMAN, Assistant Editor
 L. R. McDONALD, Research Director

TECHNICAL STAFF

A. J. VANDER VOORT, Technical Editor
 GEORGE J. EMRICH, Contributing Editor

EASTERN STATES OFFICE

(114 E. 40th St., New York 16, N.Y. Tel. Murray Hill 3-3768)

WAYNE G. MARTIN, JR., Manager
 GEORGE W. POTTS, Assistant Manager
 PAUL L. DITTEMORE, Special Sales Representative

SOUTHWESTERN OFFICE

(614 Board of Trade Bldg., Kansas City 5, Mo. Tel. Victor 1350)
 MARTIN E. NEWELL, Manager
 JAMES W. MILLER, Assistant Manager

CENTRAL STATES OFFICE

(2272 Board of Trade Bldg., 141 W. Jackson Blvd., Chicago 4, Ill.
 Telephone Harrison 7-6782)

DON E. ROGERS, Manager
 HENRY S. FRENCH, Assistant Manager

FOREIGN OFFICE

(901 Lumsden Bldg., Toronto 1, Ont. Telephone Empire 4-5654)
 GEORGE E. SWARBRECK, Manager

WASHINGTON OFFICE

(604 Hibbs Bldg., Washington, D.C. Telephone Republic 7-8534)
 JOHN CIPPERLY, Special Correspondent

CORRESPONDENTS THROUGHOUT THE WORLD

SUBSCRIPTION RATES: One year \$2, two years \$3, in U.S. or U.S. Possessions, Canada and Pan-America. Add \$1.50 a year for postage to other countries. Single copy 25¢. Entered as Second Class Matter at the Minneapolis Post Office. Change of Address—Readers are urged to give prompt notice and to anticipate change in near future by two weeks' advance notice. Ask postman for form 22-S to advise of this change.

CABLE ADDRESS: "Palmking," Minneapolis, New York, Chicago, Kansas City and Toronto.

TELETYPE CALL NUMBERS: Minneapolis, MP 179; Kansas City, KC 295; Chicago, CG 340; New York, NY 1-2452; Washington, D.C., WA 82.

ASSOCIATED PUBLICATIONS:

The Northwestern Miller • Feedstuffs • Milling Production

STOCK

Big Name
in Flour for over
90 years

PIE MAKER

For Tender, Flaky Pie Crusts

PIE MAKER will give you real shortening savings. Especially milled from the finest Low Protein, Low Viscosity Michigan Soft White Wheat—PIE MAKER assures you of fine, flaky, tender pie crusts with a minimum of shrinkage and no sogginess. Performance proven in bakeries all over the country—PIE MAKER is dependable, uniform and quality controlled in one of the most modern mills and laboratories in the country. And remember we are now able to furnish any viscosity desired!

Famous
for Flours Milled
from
MICHIGAN
Soft White Wheat

F. W. STOCK & SONS, INC.

NEW YORK • BOSTON • HILLSIDE, MICHIGAN

**107 YEARS OF MILLING EXPERIENCE
PLUS MODERN LABORATORY CONTROL
ASSURES THE BAKER EXCELLENT RESULTS WITH:**



HUMMER—Spring Hi-Gluten
 LIBERTY—Short Spring Patent
 BEST PATENT—Standard Spring Patent
 SPECIAL—Extra Strong Spring Patent
 STRONG BAKERS—First Spring Clear CAKE and PASTRY FLOURS
 RYE—White - Medium - Dark

GEORGE URBAN MILLING CO. BUFFALO,
N. Y.

STANEGG

Egg Yolks in Powdered Form

STANDARD MILLING COMPANY

GENERAL OFFICES

KANSAS CITY, MO.

Your Customers' Kitchens...
and Your Sales
will bloom with
Bemis KITCHEN PRINTS

Here's another hit-parade leader . . . Bemis KITCHEN PRINTS! They're modern as tomorrow . . . in a popular range of bright, gay colors. Your customers will swarm to get 'em for towels, table scarves, curtains, aprons, etc.

Your brand has a big edge on competition when you pack in Bemis KITCHEN PRINT Bags. Ask your Bemis Man for details immediately.



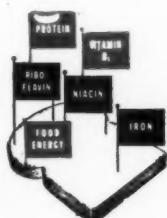
Bemis



General Offices — St. Louis 2, Mo.
Sales Offices in Principal Cities



Proof Positive . . .



Whatever the advertisements say, the housewife will buy the bread with the taste and goodness that she wants. The product itself must ultimately make the sale. It is that way with flour, too. That's why bakers who *know* KELLY'S FAMOUS are its best customers. Why not try it?

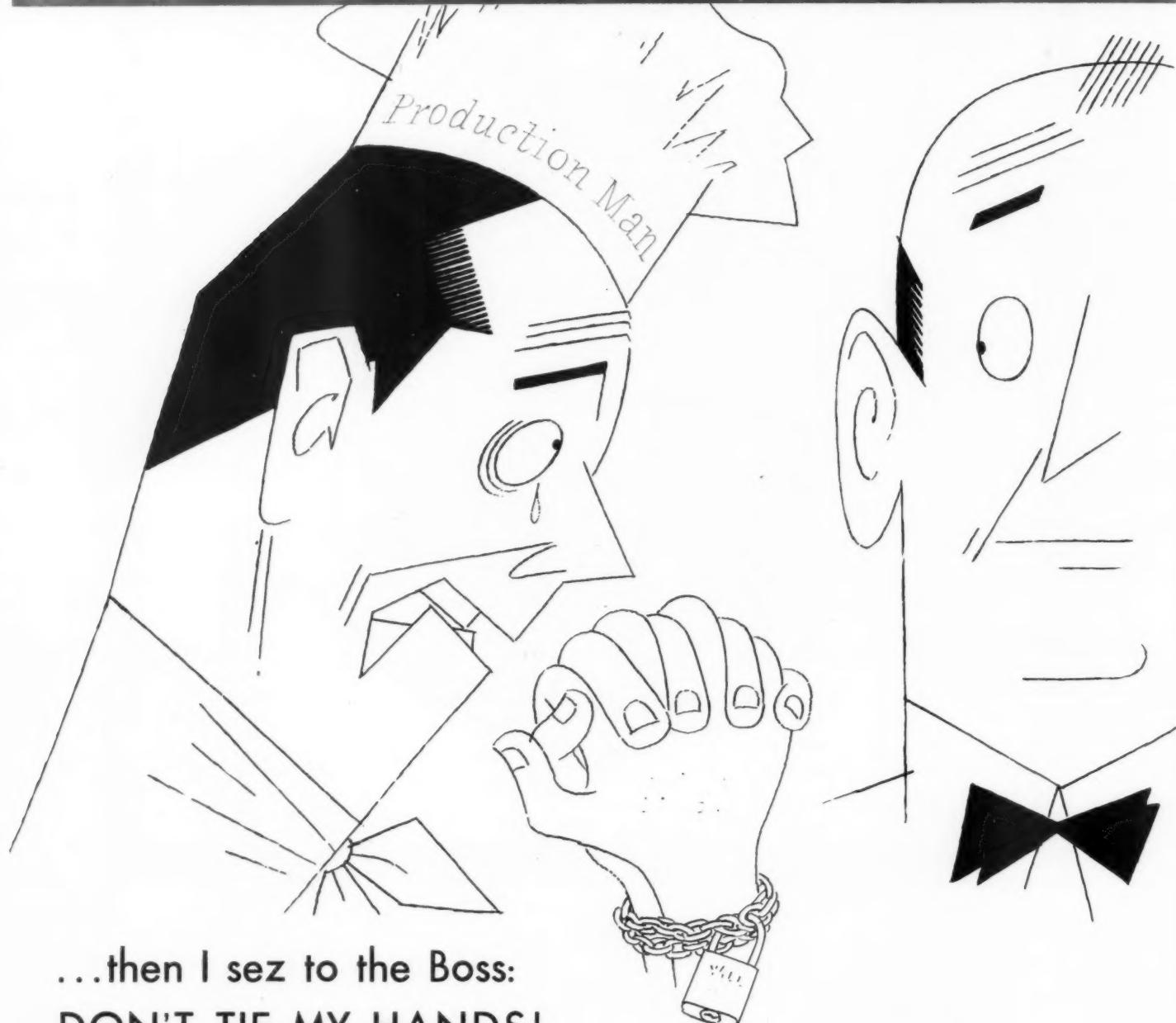
Milled exclusively from scientifically selected varieties of finest hard wheat under constant Laboratory Control.

The WILLIAM KELLY MILLING COMPANY
HUTCHINSON, KANSAS

Capacity 5,000 Sacks

Grain Storage 1,000,000 Bus.

If the bakery production managers bought the flour, they tell us we couldn't make enough DRINKWATER FLOUR!



...then I sez to the Boss:
DON'T TIE MY HANDS!

Before you go shopping for "flour bargains"
give me at least 50%*

DRINKWATER FLOUR

When you're right down there to watch perfect brown loaves coming out of the ovens—you know what made 'em perfect! That's why I gotta have some Drinkwater!

MORTEN MILLING CO., DALLAS, TEXAS

*P.S. ...and 100% is better if you want to make the best loaf in town!



PERFORMANCE FLOURS

Control Milled for Uniform Baking Quality



The Millions of Bushels in and out of FMA's big mill and storage system, insure an always ample source of choice wheats for our fine bakers flours.

Every car of wheat selected for milling into *Performance Flours* must prove its quality by analysis and testing through our modern milling and baking laboratories.

Again, during and after milling each lot of *Performance Flour* must demonstrate its uniform quality through rigid baking tests.

For your own complete satisfaction with baking results depend on bake-tested *Performance Flours*.

KANSAS FLOUR MILLS COMPANY
KANSAS CITY, MISSOURI
DIVISION OF FLOUR MILLS OF AMERICA, INC.

More and More BAKERS

*... are getting
dependable
uniform
performance
with this
premium
flour . . .*



Commander-Larabee

MILLING COMPANY

A DIVISION OF ARCHER-DANIELS-MIDLAND COMPANY
GENERAL OFFICES: MINNEAPOLIS 2, MINNESOTA

Editorial . . .

Come to the ABA Convention

THE annual convention of any organization is the culmination of the group's effort throughout the year. It gives individual members a chance to discuss problems of the industry with others. It permits association executives to outline future plans and chart possible courses of action with the knowledge that an immediate reaction to their acceptability can be observed.

Much has been written about the value of a trade association. There are many advantages in group action; it is illustrated to industry members every day that their particular associations have done them services that will pay off in knowledge or monetary profit. It has not been mentioned as often, but it is nonetheless true—the association member has a direct investment in his association and the yearly convention permits him to protect that investment. After all, a contribution to an industry promotional effort is almost wasted if the individual baker does not follow up his contribution with direct action at the point of sale, using the materials his money has made possible.

There are too many letting George do the promotion. There are too many schemes to increase individual profit without considering the effect on the industry as a whole. There are even too many attending conventions of associations to which they do not contribute.

There is not enough direct action. There is not enough effort to promote the cause of baked foods in the community. There is not enough ingrained respect for the staff of life if the baker permits slurs and faddist fancies to hurt bread and baking without making some reply.

The next major baking industry convention is the meeting of the American Bakers Assn. in Chicago. A glance at the story on page 10 will show you several topics of interest in selling more bakery products to more people. Come to the convention for this reason, come also because you as a baker will benefit yourself, your business and your industry through active participation.

The industry convention is the meeting place where individual effort can be guided by group consultation. It is the proving ground on which past performance can be evaluated, future capabilities estimated.

BREAD IS THE STAFF OF LIFE

Our Toughest Competition

(See Article on Page 65)

VERY little can be said that has not already been said concerning the declining per capita consumption of foods made from wheat flour and what ought to be done to reverse this disastrous trend. But it certainly does not follow that there should be a change in the conversation. Ways and means should be discussed all the more earnestly and persistently, even to the point of tiresome repetition. And, out of the talk, of course, should come continued and unremitting effort.

This Month . . .

Flour Market Review.....	Page 14
Questions and Answers.....	Page 22
Ringing the Baker's Doorbell.....	Page 30
Do You Know?.....	Page 42
Worth Looking Into.....	Page 44
Crusts and Crumbs.....	Page 58
Formulas.....	Pages 20, 21, 60
In the Industry Spotlight.....	Page 62
Merchandising, Advertising and Selling.....	Pages 64, 65, 66
Convention Calendar.....	Page 67
Index to Advertisers.....	Page 76

Though little that is new either in idea or in effort may be turned up, there is at least one thing that can be said to need more emphasis than it has ever been given. This is the simple idea that you can't let George do it. There must be powerful group action, of course, but salvation ultimately rests upon the individual.

This sober reality is brought home emphatically in an industry service publication currently being distributed by Pillsbury Mills, Inc., under the general title, "What Is the Baker's Toughest Competition?" The sub-title is "And What Can Be Done About It?" The text of this admirable document is devoted to some highly plausible answers, and the sub-title might appropriately have ended with a period instead of the interrogation mark.

The story of declining flour consumption is told graphically. Although people are eating just about as much today as they ever did, and there are many more of them, consumption is only 4% more than it was 42 years ago. Meantime, significant changes have occurred in the baked goods industry. Commercial baking has increased by leaps and bounds and home baking has rapidly declined. Almost six times as much flour is used by commercial bakeries today as in 1910, and home baking requires only one-third as much.

At this point in the book Pillsbury makes an important and appropriate statement concerning the position of cake mixes in the relationship between the home baker and the commercial baker. "It's rather plain," says Pillsbury, "to see that Mrs. Housewife is buying her baked foods in the most convenient form—already baked. It seems to us that we must conclude that the home baker obviously is not the baker's toughest competitor. Her competition is getting less important each year. To meet the desire of convenience in what remains of the home baking market, some millers have introduced packaged cake mixes. These mixes have enjoyed pretty good sales. But do they actually compete with the baker?"

Answering the question posed here, Pillsbury calls attention to the fact that in 1952 all the flour used in all brands of packaged cake mixes took less than one-half of one per cent of the total consumption of flour. Finding that 15.4% of all family flour is used for cakes, Pillsbury discovers that losses in packaged cake flour for home consumption combined with losses in family flour used for cake have been almost twice as great as the increase in flour used in cake mixes. Thus, says Pillsbury, cake mixes have not, by a wide margin, replaced losses in home-used flour, and cannot be said to have hurt the baker's business, which year by year comprises a bigger share of the baked foods market.

But, with home baking at an all-time low, future expansion of bakers' business can no longer come largely as the result of a switch from home-baked foods to bakery-baked foods, and competition for the baker thus is going to get tougher. Who are the competitors? They are the other foods that are capturing increasingly bigger shares of the American family's food dollar—in particular dairy products, sugars and syrups and citrus fruits.

Why has this competition grown so formidable during the past four decades? Obviously this has come about largely because other foods have been more aggressively promoted. And what can be done about it? Pillsbury suggests two roads of attack for bakers and allied industries: (1) Action taken by each individual company within the baked foods industry, and (2) group action on the part of all who are, or who may be, affected by the competition of other foods.

Group action—the powerful promotion of national advertising and nutritional education which can be done most effectively through associational effort—must pave the way. Then the individual baker, the individual miller, and all the other individuals who make up the breadstuffs battalions, must step into line.



ABA CONVENTION: Leaders in the fields of personnel management, economics and medicine as well as the baking industry itself will be featured on the program during the American Bakers Assn. convention at the Hotel Sherman, Chicago, Oct. 25-28. Sen. Joseph McCarthy will be one of the speakers. In addition to the branch sessions,



usually lasting all day for each branch of the industry, future plans of the ABA and the Bakers of America Program in "Meeting the Challenge of Influencing Public Attitude" will be forecast.

Details on page 10

ESSENTIAL BREAD: The doctors of America themselves are becoming used to thinking of bread as a valuable part of the staple foods vital to health. In a syndicated article, Dr. Herman N. Bundesen entered the controversy boldly to say "Reducing fats to the contrary, bread is an important part of everyone's diet." The American Bakers Assn. has circulated reprints of the article, hoping to enlist every baker in getting maximum distribution of the information. The reprint is so inexpensive it could be used as a package stuffer for the smallest bakery; so factual and convincing that credited and approved excerpts would command attention in advertisements.

Details on page 11

SBA CONFERENCE: Sometimes called the "South's little ASBE," the recent Southern Bakers Assn. Production Conference contained considerable information of interest to both the production and management sides of baking, as well as new material which had been developed particularly for the meeting. More than a 50% increase in bakers' registration was noted from a year ago.

Details on page 16

FLOUR MARKET: Wheat and flour prices advanced during September almost entirely as a result of the effect of the price support program in reducing market supplies of wheat, according to George L. Gates, market editor of The American Baker. The weight of big supplies and smaller export demand, however, likely will stand in the way of any extreme price increases.

Details on page 14

Next Month . . .

• **FRUIT CAKES** during the holidays lend themselves to versatile merchandising by the enterprising baker. He has the opportunity to offer a quality product for which his customers will pay a premium. Quality comes first in fruit cakes. A. J. Vander Voort, technical editor of The American Baker, will devote his formula feature in the November issue to high quality fruit cakes and plum puddings. Be sure to read his suggestions for making these holiday business producers and his comments on a sound merchandising plan.

• **COMPLETE COVERAGE** of the annual convention of the American Bakers Assn. to be held in Chicago Oct. 25-28 will be a feature in the November issue of The American Baker. News reports of the business sessions, convention sidelights, feature material and the convention story in pictures will be prepared by staff members of The American Baker. Watch for this feature next month.



William E. Maier
Wholesale Bread Chairman



Carl G. Denton
Wholesale Cake Chairman



Nathan R. Rogers
Wholesale Pie Chairman

American Bakers Assn. Takes Up Challenge of Tomorrow Oct. 25-28

CHICAGO—Sen. Joseph McCarthy of Wisconsin will be the featured speaker on the Wednesday general session of the annual convention of the American Bakers Assn. in Chicago, Curtiss H. Scott, Grocers Baking Co., Louisville, ABA chairman, has announced. The convention will be held at the Hotel Sherman starting Sunday, Oct. 25, through Wednesday, Oct. 28.

Sen. McCarthy has not advised ABA as yet as to the subject of his talk but it is assumed he will relate activities of the Senate committee investigating Communist infiltration in government.

Leaders in the fields of personnel management, economics, medicine and the baking industry itself also will be featured on the general sessions of the convention. Louis Gartner, Gardner Baking Co., Madison, Wis., first vice president of ABA, is chairman of the convention committee.

The first general session will be called to order by Mr. Scott Oct. 26, after which various reports will be given. Among those reporting will be William M. Clemens, Trausch Baking Co., Dubuque, Iowa, ABA treasurer; Harold Fiedler, ABA secretary, and ABA committee chairmen John T.

SCHEDULE ANNOUNCED FOR ABA SPECIAL TRAIN

NEW YORK—The New York special train for the annual American Bakers Assn. convention in Chicago has been scheduled, leaving from Grand Central Station:

Saturday, Oct. 24:

Leave New York	8:30 p.m. EST
Leave Harmon	4:18 p.m. EST
Leave Albany	6:21 p.m. EST
Leave Buffalo	11:40 p.m. EST

Sunday, Oct. 25:

Arrive Chicago	7:30 a.m. CST
----------------	---------------

The special will carry all-Pullman equipment. Reservations and further information may be had from Claude A. Bascombe, Standard Brands, Inc., 595 Madison Ave., New York 22, Plaza 9-4400.

McCarthy, Jersey Bread Co., Toledo, national affairs; Fred L. Cobb, Cobb's Sunlit Bakery, Green Bay, Wis., baker-miller; Louis E. Caster, Keig-Stevens Baking Co., Rockford, Ill., baker-dairy; A. M. Grean, Jr., industrial relations; George Faunce, Jr., Continental Baking Co., New York, baking industry economic study.

Following the reports, E. E. Kelley, Jr., will give the president's address and Mr. Scott will speak on "the Challenge of Tomorrow," the convention theme.

The keynote speaker for Monday will be Edward McFaul, one of the nation's most popular speakers. Mr. McFaul, a former chairman of the Speech Department at DePaul University, and lecturer in advertising at Northwestern University, has an executive background in personnel management and sales. The title of his talk will be "How Confused Can You Get," a discussion of those things which are most likely to make for confusion in our personal lives.

Union Leader Will Speak

A special luncheon beginning at 12:45 will be held to hear an address by James G. Cross, president of the Bakery & Confectionery Workers International Union of America—"Labor and/or Management Cannot Afford to Be Ostriches." This meeting, sponsored by the ABA's industrial relations committee, will be open to everyone attending the convention.

Dr. Austin Smith, editor and managing publisher of the Journal of the American Medical Assn., will speak on "The Doctor and Nutrition in America."

William E. Maier, Maier's Bakery, Reading, Pa., will preside as chairman of the day-long session. The morning half of the program will be keynote by George N. Graf, general manager of Quality Bakers of America Cooperative, Inc.; the afternoon half by Gene Flack, sales counsel and director of advertising for Sunshine Biscuits, Inc.

Emphasis in the morning session will be on control of stale and freshness, production costs, and distribution costs. Various aspects of these



American Bakers Association Annual Convention—Oct. 25-28, Sherman Hotel, Chicago

problems will be probed by a panel consisting of Archie T. Downie, director of cost control for the W. E. Long Company, Chicago; John E. Lange, executive secretary for the American Bakers Cooperative, Teaneck, N. J.; John Thies, accounting department manager, QBAC, New York City.

The afternoon session will review ways of meeting the challenge of tomorrow through better sales-management, improved grocer co-operation, and improved public relations. The panel for this part of the program will include Carl Schmidt, president of the Schmidt Baking Co., Baltimore, Maryland; Ray Ping, sales director for M. Erickson Bakery Co., LaCrosse, Wis.; and J. C. Koetting, chairman of the board of Fehr Baking Co., Houston, Texas.

A wide range of subjects of particular importance to the wholesale cake, wholesale pie and the multi-unit-retail branches will be up for discussion Oct. 27.

The wholesale cake branch will open its meeting under the chairmanship of Carl G. Denton, Farm Crest Bakeries, Inc., Detroit, Michigan. A display of cake products arranged by Fred C. Clarks, E. I. DuPont de Nemours Co., Wilmington, Delaware, will be on exhibit during the day.

Speakers and their subjects for the morning session will be Peter Pirrie, Baker's Weekly, "The Young Executive—Practical Protection Against Nervous Breakdowns"; Douglas McIntyre, consulting engineer, Wareham, Massachusetts, "Reduce Costs with Executive Control"; Ellis Baum, Continental Baking Co., New York City, "Training the Salesman." Arth-

ur G. Hackett, Drake Bakeries, Inc., Brooklyn, New York, will preside as morning chairman.

Speakers and their subjects for the afternoon session will be Harold Snyder, Baking Industry, chairman for the afternoon, "A Story on Advertising"; Mildred Lucas, Timely Packaging Associates, New York City, "An Artist Looks at Package Design"; Richard Gromer, grocer of Elgin, Illinois, "A Grocer Looks at Packaged Cake"; Miss Isabel Dubois, Chicago Daily News, "Consumers Look at Packaged Cake."

Following Miss Dubois' talk an open discussion will be held on "The Future of the Wholesale Cake Business," with Larry Tremple, A. E. Staley Mfg. Co., Decatur, Illinois, as moderator.

The ABA wholesale pie branch will hold its meeting in conjunction with the National Association of Wholesale Pie Bakers with association president Nathan R. Rogers, Paradise Baking Corp., New York City, presiding.

Following a report by Lawrence W. Fasano, Fasano Pie Co., Chicago, secretary-treasurer of the National Association of Wholesale Pie Bakers, Dr. G. M. Dack, director Food Research Institute, University of Chicago, will report on research activities. He will be followed by Mr. Pirrie, whose subject at this session will be "Fundamentals of Cost Control From Raw Ingredients to Finished Product."

A testimonial luncheon will be given in honor of Mr. Rogers, retiring president of the National Association of Wholesale Pie Bakers.

Speakers and their subjects for the afternoon session will be Marie Gifford, director of consumer service, Armour & Co., Chicago, "What Women Like in Pies"; Mr. Hackett, "Practical Hints for Quality Products"; Mr. Rogers, "Bakers Beware."

A report on the ABA board of governors activity in relation to the pie industry will be given by F. W. Birkenhauer, Wagner Baking Corp., Newark, N. J. This will be followed by a panel discussion — "What's Wrong With the Pie Business"—with Don F. Copell, Wagner Baking Corp., as moderator.

L. Carroll Cole, Cole Bakeries, Inc., Muskegon, Mich., will preside over the sessions of the multi-unit-retail meeting. The morning session will include talks by Edward Mills, Van de Kamps' Holland Dutch Bakers, Inc., Los Angeles, on "Self Service for the Multiple-Unit-Retail Bakeries"; John C. MacAlpine, Jr., J. C. MacAlpine & Son, CPA, Philadelphia, Pa., on "Expense Classifications for Multiple-Unit-Retail Bakeries"; Robert Awrey, Awrey Bakeries, Inc., Detroit, Mich., on "New Methods of Presenting our Special Order Information to the Customers." As a part of his talk, Mr. Awrey will present a display of wedding cake catalogs, other special occasion order literature, photographs of decorated cakes and two systems of presenting cakes in three dimensional pictures.

Allied Breakfast Meeting

Harvey C. Hahn of Dayton, Ohio, will be the main speaker at the annual breakfast meeting of the Allied Trades of the Baking Industry, according to an announcement by Program Chairman Ellis Baum, Continental Baking Co., New York. The meeting is scheduled for 8 a.m. Oct. 27. Rev. Hahn's talk is titled "It's the Sizzle That Sells the Steak." Allied trades president Frank J. Torrens, Bergy Materials, Inc., New York, will preside at the business meeting and election of officers.

AMF Plans Test of Continuous Dough Mixing System

NEW YORK—Regarded as an important development in baking technology, a continuous bread dough mixing system will shortly be installed in a large metropolitan New York bakery by the American Machine & Foundry Co. "to determine its operation under commercial baking conditions," according to an announcement by Morehead Patterson, AMF board chairman and president.

Designed for large volume production, the equipment is now in operation at the American Machine & Foundry Co. While under test at AMF laboratories, the continuous bread dough mixing system has produced high quality bread, made according to standard formulas and ingredients commonly used throughout the baking industry, Mr. Patterson said.

BREAD IS THE STAFF OF LIFE

CHICAGO BAKERY WORKERS GET PACKAGE HIKE OF 17¢

CHICAGO—Gilbert B. Mann, president of the American Federation of Labor Bakery & Confectionery Workers International Union, local 100, announced Oct. 5 that 1,341 bakers in seven major wholesale baking companies here have been granted "package" increases of 17¢ an hour in an agreement reached between the union and companies.

He said the agreement includes a 10¢ an hour across the board wage increase, 5¢ an hour in health and welfare benefits, and three day funeral leave with full pay. About 250 bakers were given an additional 2¢ an hour increase with another 2¢ promised next year to make up the 4¢ pay difference between cake and bread bakers, he said.

Mr. Mann said the firms also agreed to use the union label on all bread packages and stipulated they may use the label on cake wrappings. The contract is retroactive to Sept. 3. The new scale for day shift wholesale bakers averages \$1.85 an hour. The settlement averted a threatened strike.

BREAD IS THE STAFF OF LIFE

Bakers' Cooperative Finds Sales Steady, Plugs Bread in Diet

NEW YORK—A battle report on the fight the baking industry is waging against the diet-conscious and a look at the profit picture featured the recent 3-day meeting here of the Quality Bakers of America Cooperative, Inc.

The 125 baker members did \$200,000 a year gross in bread and cakes during the year covered by the cooperative's annual report. This was a satisfactory gain dollar-wise but a slight loss in poundage.

J. P. Duchaine, My Bread Co., New Bedford, Mass., president, and George N. Graf, general manager, asserted that the cooperative's bread is running first or second in brands in most territories.

A substantial part of the cooperative's advertising budget of \$6,000,000 goes to promote the brand in the markets it reaches.

Advertising is placed in all media, with a third going to newspapers

and an ever growing share to television, Mr. Duchaine says. Member bakery plants are valued from \$250,000 to \$1,000,000 in 40 states, Hawaii and Canada. They operate a fleet of 6,000 trucks.

Mr. Duchaine agrees with the campaign of the nation's baking industry which is aimed to convince dieters that bread is the last thing to be eliminated from the dieters' lists.

"Everyone knows," he said, "that the one way to lose weight is to eat less. The nutrient elements in bread nowadays are so good and so well balanced that a slice contains only about 65 calories—less than a serving of lemon sherbet, dried figs, skimmed milk or parsnips—the dieters' darlings."

Mr. Graf was both optimistic and pessimistic about the years ahead for the industry. Far more intensive exploration of "your industry, your business and you! is necessary," he said, "if we independent wholesale bakers are to survive the decline in consumption of bread . . . the revolution in food distribution . . . supermarkets . . . one-day shopping . . . and rising costs." Mr. Graf listed five specific major tasks for bakery management in the next decade: "First, be a low-cost producer; second, fight high distribution costs; third, build high route averages; fourth, intensify bread acceptances; and, fifth, get grocer cooperation."

Dr. Oscar Skovholt, director of laboratory, emphasized the need for regular checking of the ingredients used. He said, "flour testing is the major part of this program and is for the double purpose of knowing best how to adjust for each shipment and to maintain a continuous record of the performance of all flour mills."

Herman W. Hanschka, QBA director of production, pointed out that, "product quality control is attained through the proper selection of materials, formula balance, workmanship by proper training, processing and baking by carefully controlling every step, such as exact scaling of materials, maintaining proper mixing times and temperatures throughout all stages of production."

Robert L. Schaus, director of advertising, told the members that the current marketing era offers unlimited opportunity for all who adapt sales and advertising strategies to the changing times, with its increasing complex marketing problems. Mr. Schaus warned that "only by adhering to the fundamentals of sound merchandising and advertising practices, by the greater use of planned research, and through a closer coordination of advertising, sales, merchandising and promotion can today's food advertiser expect to survive."

BREAD IS THE STAFF OF LIFE

MALLETT BEGINS MOVE INTO NEW QUARTERS

PITTSBURGH—To provide improved and adequate production, research, and administrative facilities, Mallett & Co., Inc., has moved into new, larger quarters at 601 East General Robinson St., Pittsburgh.

All ingredient and equipment plants, research and testing laboratories, and general offices of Mallett, together with the recently purchased Haller Oven Company's manufacturing operations, will be consolidated by this move. The new headquarters contains nearly two acres of floor space.

While most of the executive and administrative offices have moved over to the new site, it is expected that it will take several months to complete the transfer of all plant operations.

THE AMERICAN BAKER

Your Health

Bread an Essential Part of Every Diet

BY DR. HERMAN N. BUNDESEN

REDUCING FADS to the contrary, bread is an important part of everyone's diet.

The so-called "staff of life" has become an even more essential part of our nutritional needs since the manufacturers of commercial white breads began to enrich their product.

This process was started about twelve years ago, and now most of the bread produced in this country is enriched with B vitamins, iron and substantial amounts of non-fat milk solids.

The new enriched breads contain large amounts of calcium. The protein in modern white bread is superior to that once used, because it can be consumed by the body in its original form.

* * *

IT WAS not so long ago that deficiencies of certain B vitamins and iron were widespread in the United States.

The effect of broad distribution of enriched bread is probably very great in reducing the incidence of deficiency diseases.

In fact, bread enrichment has helped improve the health of a great proportion of our people.

Vitamin B complex is very abundant in the enriched bread, as is iron, calcium, and protein.

This bread, at a low cost, also contributes many calories and essential minerals and vitamins to the diet of our nation.

* * *

BREAD is a source of many nutrients which our population would not receive in adequate amounts if enriched bread were not available on such a broad scale.

Six ounces of enriched white bread will give a person an average of 14½ grams of protein and 41 per cent of the thiamine, or Vitamin B-1, that is needed in the daily diet.

Other vitamins and minerals are equally abundant in bread, making it truly the "staff of life."

* * *

MISS M. D.: I have poor circulation. Could this be caused by a thyroid condition?

Sometimes a lack of thyroid hormone may be at fault in circulatory difficulties. However, this is not often the case.

Reprinted by permission of The Chicago American

MEDICAL RECOGNITION—Above is an example of the increasing recognition among doctors of the true place of bread in the diet. Dr. Herman N. Bundesen is head of the health department of the City of Chicago and is an authority on health and nutrition. This column is distributed by the King Features Syndicate to more than 300 leading metropolitan newspapers in as many cities. Estimated total circulation of these papers is 75,000,000. "Articles such as this by recognized authorities do much to build the prestige of bread as a nutritional food item," E. E. Kelley, Jr., president of the American Bakers Assn., says. "They answer effectively the food faddists who refuse to accept the enrichment program as the public health measure it actually is." The ABA can provide copies of the reprint at \$1.50 per 100.

Medical Attitude Toward Bread Improving, Kentucky Group Told

LOUISVILLE—The medical profession and nutritional experts are showing a changing attitude toward baked goods, said Curtis Scott, president of Grocers Baking Co., Louisville, and chairman of the American Bakers Assn. at the 43rd annual convention of the Kentucky Master Bakers Assn. The convention was held at the Seelbach Hotel in Louisville.

Mr. Scott told the group that bread is regaining its proper place in the American diet and called it the lead-food "balancer."

A feature of the convention was the baked goods contest in which 21 bakeries participated, each one entering five items. The classifications and winners, all from Louisville except two, were: Bread, Plehn's Bakery; rolls, Charles Heitzman Bakery; Danish pastry, Ehrmann's Bakery; coffee cake (which had the largest number of entries), Latonia Bakery, Latonia; pies, Klein's Bakery; spe-

cialties, McGee Bakery, Maysville; cakes, Joe Heitzman Bakery; and cookies, Von Bokern's Bakery.

Among the speakers heard by the over 100 registrants was Harry Van Trees, Durkee Famous Foods, who spoke on "Relative Costs of Rich and Lean Formulas." Carl Vogt, Jr., Vogt's Bakery, Dayton, outgoing president, appeared on the program, and discussed the effects of the increased use of mixes in the home.

Charles Petty, Covington, was installed as the new president.

Other officers named were Glyn Burke, Danville, vice-president; Otto Lehman, Louisville, treasurer, and Albert Wholleb, Louisville, secretary.

Frank Wolfe and Anthony Harryet, both of Henderson, were elected directors. Les McGee, Maysville; L. Von Bokern, Louisville; Theodore Pferrer, Louisville, and Louis Wiedeman, Fort Thomas, were reelected directors.

ABA Elects 19 New Governors

CHICAGO—Nineteen new members were elected and eight were reelected to the Board of Governors of the American Bakers Assn. in a recent election to fill expired terms of regional and branch governors. Curtiss H. Scott, ABA chairman, Grocers Baking Co., Louisville, has announced.

Election returns were tabulated by the 1953 ABA nominations and elections committee consisting of Charles J. Regan, Interstate Bakeries Corp., Chicago Ill., Chairman; W. J. Coad, Jr., Omar, Inc., Omaha, Neb.; and E. C. Forks, Holsum Bakery Co., Fort Wayne, Ind.

Mr. Scott pointed out that two ABA districts have been added and the number of governors allocated to certain districts has been increased, creating seven new governorships.

Members elected to represent branches of the baking industry are:

WHOLESALE BREAD: Milton Petersen, P. F. Petersen Baking Co., Omaha, Neb., reelected.

WHOLESALE CAKE: D. W. Elliot, American Bakeries Co., Chicago, Ill.

MULTI-STATE: R. L. Nafziger, Interstate Bakeries Corp., Los Angeles, Cal., reelected and E. A. McLaughlin, Ward Baking Co., New York, N.Y.

BISCUIT AND CRACKER: J. R. Quigg, Richmond Baking Co., Richmond, Ind.

Members elected to represent geographic divisions of the baking industry are:

REGION 1: Bruno Petersen, John J. Nissen Baking Co., Portland, Me., reelected, and Frank J. Mack, Mack Baking Co., Bangor, Me.

REGION 2: George H. Coppers, National Biscuit Co., New York, N.Y., reelected; R. Newton Laughlin, Continental Baking Co., New York, N.Y.; and R. E. Duvernoy, Duvernoy & Sons, Inc., New York, N.Y.

REGION 4: Albert S. Schmidt, Capital Bakers, Inc., Harrisburg, Pa.; C. F. Stroehmann, Stroehmann Bros. Co., Williamsport, Pa.; and John F. Schaible, Schaible's Bakery, Inc., Easton, Pa.

REGION 5: John I. Bowman, Bowman's Bakery, Roanoke, Va.

REGION 7: R. H. Jennings, Jr., Palmetto Baking Co., Inc., Orangeburg, S.C., reelected; and Raymond B. Streb, Royal Baking Co., Raleigh.

REGION 8: A. E. Craig, Dayton Bread Co., Dayton, Ohio, reelected.

REGION 9: S. M. Overholz, Retailers Wholesale Bakery, Inc., Sault Ste. Marie, Mich.

REGION 10: Harold B. West, West Baking Co., Indianapolis, Ind., reelected; and E. C. Forks, Holsum Bakery Co., Fort Wayne, Ind.

REGION 11: William D. McIntyre, Tender Krust Baking Co., Eau Claire, Wis., was named vice president; R. W. Payette, president of Gi-

REGION 12: Charles J. Regan, Interstate Bakeries Corp., Chicago, Ill.

REGION 16: Charles Meyer, Meyer's Bakery of Little Rock, Inc., Little Rock, Ark.

REGION 17: J. C. Koetting, Fehr Baking Co., Houston, Texas.

REGION 18: Jake Grasmick, Grand Island Baking Co., Grand Island, Neb., reelected.

REGION 19: G. Lester Jordan, Jordan Bakers, Inc., Topeka, Kansas.

REGION 20: Roger D. Knight, Jr., Campbell-Sell Baking Co., Denver.

The newly elected governors will take office at the beginning of the ABA convention when they will meet with the other elected governors whose terms do not expire until 1954 and 1955.

PINEAPPLE-AND-DOUGHNUTS—One of the largest national advertising magazine schedules ever employed to back up National Donut Month is being run in the leading magazines of the country, according to the Doughnut Corporation of America. The Pineapple Growers Assn. is running the attractive, full colored, full page pineapple juice and doughnut ad shown above in the Oct. 5 issue of *Life*, Oct. 24 issue of *Saturday Evening Post*, Oct. 4 issue of *This Week* magazine, Oct. 11 issue of *New York News Sunday Roto Section* and through June in leading magazines. Estimated readership on the ad 200,000,000.

CARL W. SWANSON HEADS AMERICAN BAKERS GROUP

NEW YORK—Carl W. Swanson, president of the Worcester (Mass.) Baking Co., Inc., was elected president of the American Bakers Cooperative at the group's annual meeting at the Commodore Hotel here Sept. 22-23.

William D. McIntyre, president of the Tender Krust Baking Co., Eau Claire, Wis., was named vice president; R. W. Payette, president of Gi-

ward Baking Co., Burlington, Vt., treasurer, and John E. Lange, secretary and general manager.

Directors are C. S. Van Vlack, president of Van Vlack & Gamba, Inc., Auburn, N.Y.; Mr. McIntyre; George J. Emrich, vice president, Emrich Baking Co., Minneapolis, Minn.; Joseph Giusti, Giusti Baking Co., New Bedford, Mass.; Mr. Payette; Mr. Swanson, and Clement F. Harris, Harris-Boyer Co., Johnston, Pa.

The Sept. 22 session was under the chairmanship of Edward S. Mack, head of the ABC production department. As principal speaker at this session, Tyler Stevens of the American Machine & Foundry Co., spoke on the subject of continuous mixing.

The Sept. 23 session was devoted to sales and was under the chairmanship of C. R. Joller, head of the ABC sales department. The speakers were Egmont Arens, packaging design counsellor, whose subject was "Influence of Self Service Selling on Package Design"; also William Swartz and Joseph Kozak, who led a discussion on "Advertising Media and Its Use". Mr. Lange was general chairman of the meeting.

BREAD IS THE STAFF OF LIFE ADDRESS CHANGED

CHICAGO—L. A. Mackenroth, who recently formed a bakery supply firm under his name, announces a change of address. The new address is 224 McJunkin Bldg., 4554 N. Broadway, Chicago 40, Ill. His phone number is LONGbeach 1-9484. Mr. Mackenroth's firm is a specialized bakers' procurement company to supply all types of flour and other tested items for the baking industry.

CHICAGO BAKERS COURTESY CLUB ELECTS LLOYD WOLFE

CHICAGO—Lloyd R. Wolfe, Lloyd R. Wolfe & Associates, was elected president of the Bakers Courtesy Club of Chicago at the annual election of officers held in the Bismarck Hotel Sept. 18. He succeeds Arthur W. Fosdyke, Anetsberger Brothers, Inc., Northbrook, Ill., who retired after serving as president of the club since its inception 25 years ago.

The new first vice president is George J. Siml, Siml & Sowles, and chosen as second vice president is A. M. Bornhofen, Anetsberger Brothers, Inc. Raymond T. Risley, Baking Industry magazine, was elected secretary-treasurer, succeeding Henry Mergener, W. E. Long Co.

The following were elected to the board of directors: Leonard B. Weislow, Chicago Metallic Mfg. Co.; Ted Lauder, Ekco Products Co.; and John D. Faulds, Jr., Faulds Oven & Equipment Co.

The courtesy club group organized its usual service activities for the coming convention of the American Bakers Assn. Mr. Fosdyke will serve as general chairman of courtesy club services. Mr. Faulds was named chairman of the ushering service and Mr. Weislow will have charge of the information desk service. Mr. Wolfe will chair the committee in charge of the ABA president's reception.

Mr. Fosdyke was chosen "Kingfish" at the time the courtesy club was organized by a group of allied tradesmen of the baking industry 25 years ago and had served as leader of the club all of the time since. Among the charter members was the late Sigurd O. Werner, Chicago representative of The American Baker, who served as secretary-treasurer of the club from its inception until his death in 1951.

Motto of the Bakers Courtesy Club through the years has been "Courtesy Is Service Beyond Price." The large white "Ask Me" lapel buttons of the club members have become a familiar feature of all Chicago conventions of major baking industry associations. The club provides an information desk with message board, and a staff of ushers for meeting rooms and special events, which are of great assistance to convention delegates in locating friends, colleagues, and the many other details incident to large conventions.

Victor E. Marx, secretary-treasurer of the American Society of Bakery Engineers, one of the associations served by the courtesy club since its start, paid high tribute to "Kingfish" Fosdyke for his unselfish leadership.



Arthur W. Fosdyke



Lloyd R. Wolfe

and efforts during the past quarter century and conferred upon him the exclusive and lifetime title of "Kingfish." Subsequent presidents of the club will not carry the title.

Mr. Marx presented Mr. Fosdyke with a wrist watch suitably engraved which was purchased by contributions of the club members. Mr. Fosdyke was voted an honorary member of the courtesy club. In his words of acceptance, Mr. Fosdyke in his typically unselfish manner, gave most of the credit for the club's outstanding success and reputation to his many associates and the club's members through his term of office.

BREAD IS THE STAFF OF LIFE

MINNESOTA BAKERS HEAR TALK BY ABA PRESIDENT

ST. PAUL—The importance of a good attitude by consumers toward bread in order to increase sales was stressed at a regional meeting of the Associated Bakers of Minnesota by E. E. Kelley, Jr., president of the American Bakers Assn. The meeting was held in St. Paul Sept. 29 with George Abel, F. W. Ramaley Co., president of the Associated Bakers of Minnesota, conducting the meeting.

Mr. Kelley told the 150 bakers and allied men present that the Bakers of America Program is now concentrating on spreading a favorable attitude toward bread among the 160,000 doctors who read the medical journals in which the Program is now advertising. In addition, he said seven trained home economists are now traveling the U.S. to tell an honest story of the nutrition value of bread.

Three promotions—Better Breakfast Month, Picnic Month and the Dessert Festival—will receive continuing emphasis to help the baker sell more products, said Mr. Kelley.

The ABA head explained that more could be done in promoting the baking industry's products if there were coordinated and concentrated national promotions by allied groups such as flour mills, yeast firms and other bakers' suppliers. These promotions would receive more attention than those pushed by one firm, he explained.

Mr. Kelley chided the "negative" thinkers in the U.S. Department of Agriculture, stating that these persons are seemingly not aware that the baking industry is the largest single user of farm products in the U.S. There is a lot of work to be done to change this thinking, the speaker concluded.

Other speakers at the St. Paul

meeting were Lloyd Colby, formerly operator of a group of St. Paul bakeries, who spoke on bakery merchandising; a panel on freezers moderated by A. J. Vander Voort, head of the Dunwoody School of Baking, Minneapolis; Peter Schwarz, bakery serviceman for Standard Brands, Inc., Chicago, and C. D. Keeney, Procter & Gamble Co. Panel members were Ed Duren, the Tip-Top Bakery, St. Paul; Ray Wullet, Wullet's Bakery, Minneapolis, and Hugo Schuh, the Dutch Bakery, St. Paul.

Other regional meetings were conducted by the Minnesota group at Mankato and Duluth, Minn., and Fargo, N.D.

BREAD IS THE STAFF OF LIFE

W. E. LONG MERCHANDISING CONFERENCE DATES SET

CHICAGO—The W. E. Long Co. has announced the dates of Nov. 30-Dec. 1-2, for its yearly Advertising and Merchandising Conference. The meeting will be held at the Drake Hotel in Chicago.

During the 2½-day conference bakery sales managers will study sales problems, including the mounting cost of selling and delivery, fleet safety practices, the redesigning of service for supermarkets, trends in white bread, roll and specialty bread consumption, competition from other food items, and the downward slide of the per-capita consumption of bakery foods.

The program will feature outstanding sales and merchandising men from other industries, the food retailing field, and the baking industry. There will be profitable discussions among the sales managers, both as a scheduled part of the program and outside the conference sessions. Long company staff personnel will discuss new developments in the control of route operations, product quality standards, advertising, merchandising, and consumer relations.

For nearly 20 years, the meeting has been an annual event sponsored exclusively for sales-minded executives, sales managers, and key supervisory personnel of independent wholesale bakeries, the company points out. Invitations are being sent to independent plants all over North America. The Long firm is expecting a record attendance.

BREAD IS THE STAFF OF LIFE

BISCUIT, CRACKER GROUP HAS NEW YORK MEETING

CHICAGO—Routine affairs of the Biscuit & Cracker Manufacturers Assn. of America were acted upon at a recent meeting of the board of directors in New York City, with B&C president J. S. Vander Heide, Holland-American Wafer Co., Grand Rapids, Mich., presiding.

Approval was given the recommendation of Mr. Vander Heide for the appointment of an executive committee for consideration and action on matters of importance which the advisory committee considers beyond its scope of authority.

The board voted to accept Ann Dale Products, Inc., Fall River, Mass., for membership in the association.

No action was taken on the proposal from the Center for Social Research, Northwestern University, to make an economic survey of the biscuit and cracker industry.

A committee will be appointed to revise the by-laws of the association for presentation to the board of directors for approval at the next meeting. The meeting adjourned after the board approved a meeting of association members in Florida tentatively scheduled for February.



Mark Cox

APPOINTED—Mark Cox has been named director of advertising, public relations and sales promotion for Wilson & Co. and its subsidiaries, it was announced by J. D. Cooney, president, on the eve of the retirement of Don Smith. Phil Howlett becomes manager of advertising and public relations of Wilson Sporting Goods Co., under Mr. Cox's direction. Mr. Cox left this post vacant when he moved up. He joined the sporting goods firm less than seven years ago to organize the public relations department. Directing sales and promotion for several sports divisions of the Wilson Sporting Goods Co., he became director of advertising and public relations for the entire subsidiary in February, 1952, moving from there to his new executive assignment. A 1937 graduate of the University of Missouri, Mr. Cox has an extensive newspaper and publicity background, including writing assignments with Minneapolis and Chicago papers, as well as publicity director positions with his university and the Iowa Hawkeyes service football team.

SAFEWAY AFFILIATES CONSOLIDATE OFFICES

KANSAS CITY—The offices of Famous Flours Co., Omaha, and Millstream Cereal Co., Bonner Springs, Kansas, have been consolidated and moved to Kansas City, Mo. Both are affiliated with Safeway Stores, Inc., supplying Safeway bread bakeries, cracker and cake plants and retail stores with flour, corn meal and packaged mixes.

The consolidated facilities will be operated under the name of Famous Cereals Co. Offices will be in Suite 203, Hall Bldg., 1114 Grand Ave., Kansas City, Mo. Robert Sackett, company manager for the past 10 years of Famous Flours Co., will head the consolidation. Sales manager Russell Briggs and office manager E. C. Olson also are transferring from Omaha and will continue in those capacities in the new operation.

BREAD IS THE STAFF OF LIFE

DUNWOODY DEMONSTRATION

MINNEAPOLIS—Paul Busse, of the bakery service department of Anheuser-Busch, Inc., conducted a demonstration for the students of the Dunwoody Baking School, Minneapolis, recently. Mr. Busse made up several types of sweet doughs and also Danish pastry doughs. He made a large variety of fillings and toppings, and then demonstrated the make-up of the various types of coffee cakes and rolls.

Allied Trades Publishes Baking School Directory

NEW YORK—The Allied Trades of the Baking Industry has announced publication of a "Handbook on Baking Schools" as an ATBI service designed to help the baking industry in its development of young men who will be qualified to help shoulder the burden of bakery management.

As explained in the foreword of the attractive, pocket-size booklet, the ATBI's specific purpose in publishing it is "to bring together the baking industry's demand for trained young men and the baking schools' ability to supply them; to remind the baking and allied industries that these schools are available and to give them the information needed to take action."

The "information" referred to includes brief descriptions of the study courses offered by five of the country's major baking schools, together with pertinent facts about admission, tuition fees, scholarships, placement and applications.

It is explained that no attempt has been made to include the many fine vocational schools offering courses on baking since this information is readily available through local or state boards of education. The baking schools covered are: The School of Baking, American Institute of Baking, Chicago, Ill.; the Baking Department, the William Hood Dunwoody Industrial Institute, Minneapolis, Minn.; the Bakery Department, Oklahoma Agricultural and Mechanical College, Okmulgee, Okla.; the Department of Baking Science and Management, Florida State University, Tallahassee, Fla., and the Bakery Department, Arlington State College, Arlington, Texas.

In regard to the proposed use of the handbook, the foreword points out that it has been published "to stimulate enrollment in the industry's major baking schools—not as a bit of miscellaneous information to be filed and forgotten. It is urged, therefore, that the booklet be used by allied tradesmen to point out the desirability of technical training for both their allied and baker friends . . ."

In order to stimulate this use of the handbook, the ATBI itself is mailing copies to its members and local divisions of the ATBI. Copies are being sent to production men's clubs, bakers clubs, all national, state and local bakers associations and the trade press.

Any baker or allied man who wishes a gratis copy of the booklet should write Claude A. Bascombe, Secretary-Treasurer, Allied Trades of the Baking Industry, 595 Madison Avenue, New York 22, N. Y.

Any allied or baker groups desiring to purchase an additional supply of the handbooks in quantity are informed that it can be obtained through Mr. Bascombe, at cost, which is 12¢ for from 1-49 copies, or 10¢ each for 50 or more copies.

Editor's Note: For those bakers, allied tradesmen, or prospective students in baking schools desiring training in a vocational school, perhaps in their immediate area, reprints of The American Baker's list of nearly 30 baking schools are still available. Write The Editor, The American Baker, 118 S. Sixth St., Minneapolis 2, Minn., for the reprint, "Training Tomorrow's Bakers," enclosing 10¢ for each copy desired.

The Flour Market

Buying Conservative as Prices Edge Upward

By GEORGE L. GATES

American Baker Market Editor

Wheat and flour prices advanced during September, and by early October flour buyers faced quotations well above the crop year low points established last summer. With export sales of wheat considerably lighter than last year and supplies on hand at a record high, the stronger price trend in wheat can be attributed almost entirely to the price support program. The withholding of supplies from market in order to place them under government loan has made it necessary for flour millers and other cash wheat buyers to bid prices up in order to secure the wheat needed for their operations. The wheat futures market has not fully reflected this development as the greater share of wheat advances has been made in the widening of premiums over the future prices paid for cash supplies, both at Minneapolis and at Kansas City. At Minneapolis, cash wheat of ordinary quality gained 9¢ bu. in the month ending Oct. 2 while higher protein wheat—already well above the loan level—moved up slightly less. At Kansas City, cash wheat was up 5½@8¢ bu. in the same period. Meanwhile, millfeed prices, which also influence flour values in proportion to the amount of money mills can secure in selling this by-product, were barely steady to \$4.50 lower on some types. As a result, bakery flour was quoted in early October at 15@30¢ sack higher than in early September.

Bakers Cautious on Forward Buying

The strengthening of spring wheat flour quotations during a period when wheat marketings were at their seasonal peak resulted in a different flour buying pattern this fall than is usually the case. Some fairly substantial buying took place when best opportunities arose, but on the whole bakers have been purchasing forward supplies on a much more conservative basis than in previous years. Ordinarily, a time arrives when buyers feel confident that a low point has been reached and commitments for several months forward are made. This year, purchases for a month or two ahead have been more prevalent, while a large number of buyers have been purchasing only on a price-date-of-shipment basis. Users of hard winter wheat flour, who booked heavily during the summer, are now wary of new forward contracts because prices are up as much as 75@90¢ sack from the season's low point. In cases where contracts have run out, many bakers are switching to the p.d.s. basis of buying.

Wheat Withheld From Market

Up-to-date figures on the actual amounts of wheat placed under loan are not available. The last report shows the loan total as of Aug. 15 at 119 million bushels, which compares with 169 million on the same date last year. According to trade observers, however, the total should show a sizeable increase when later totals are published. A large portion of the

crop, they point out, is going into storage for ultimate loan purposes rather than being offered for sale. Predictions have been made that a new record loan total will be established this year, a view which seems to be borne out by marketing experience to date.

Crop Estimate Trimmed Slightly

Spring bread wheat production was estimated at 277 million bushels during September, which is 28 million bushels less than estimated in August but 59 million more than the 1952 crop and 23 million above average. No new estimate of winter wheat production was made, and the revised total figure for all wheat is 1,169,307,000 bu. Some additional minor adjustments probably will be made in subsequent crop reports. The total wheat production this year compares with 1,291,447,000 bu. last year. Together with the carryover of almost 360 million bushels, supplies are at a record level.

Canadian Harvest Near Record Size

Canada, the principal competitor of the U.S. for exports of wheat, is harvesting a near-record crop this year, also. The official estimate of Canadian production, at 594 million bushels, is second only to last year's crop of 688 million bushels. Canada also has a large carryover of wheat from the 1952 harvest. As matters stand now, however, neither the U.S. or Canada is shipping as much wheat overseas as might be expected. Buyers are either finding supplies in other countries—principally Argentina, Turkey and Russia—or have more ample supplies of home-grown grain. Because of record world supplies, importers are inclined to wait for lower prices.

Wheat Pact Sales Below Last Year

Sales under the International Wheat Agreement, which provide the largest export outlet for U.S. wheat, reflect the reluctance of importers to buy this year. Through September, U.S. IWA sales totaled 26,193,000 bu., compared with 79,121,000 bu. last year. At the same time this year, Canada had sold 17,427,000 bu. under the pact, compared with 63,263,000 bu. a year ago. Many observers feel that both nations will have to lower their price ideas (by increasing the IWA subsidy) in order to step up the rate of shipments. The possibility of moving some U.S. wheat in exchange for foreign currencies under provisions of the Mutual Security Act also is getting some trade attention, although it is doubted that the volume would be very large. Current estimates of the crop year export total range from 225 to 265 million bushels, which compared with 1952-53 exports of 321 million bushels. Early-season exports from the U.S. include heavy shipments to Pakistan for relief purposes.

1954 Crop Suffers From Drought, Heat

Hot, dry weather in the hard winter wheat belt of the Southwest seriously endangered the 1954 crop during September. Some rain was received in the first week of October, but more will be needed to assure the crop a good start. Many farmers seeded in dry soil, and some wheat planted earlier suffered from the unseasonable heat. Some have delayed planting in hopes of receiving needed moisture. It is very early in the season to come to any conclusions about next year's crop, although information on the outlook already has been a market factor at times.

Summary of Flour Quotations

Sept. 2 flour quotations, in sacks of 100 lb. All quotations on basis of carload lots, prompt delivery:

	Chicago	Mpls.	Kans. City	St. Louis	Buffalo
Spring top patent	6.54@6.70	...@...	...@...	...@...	7.38@7.40
Spring high gluten	...@...	6.60@6.70	...@...	...@...	6.70@7.10
Spring short	...@...	6.30@6.40	...@...	...@...	7.08@7.10
Spring standard	6.49@6.60	6.20@6.30	...@...	...@...	6.60@7.00
Spring first clear	5.75@5.95	5.45@5.90	...@...	...@...	6.14@6.16
Hard winter short	6.10@6.13	...@...	5.93@6.00	...@...	6.15@6.16
Hard winter standard	6.05@6.09	...@...	5.93@5.90	...@...	6.00@6.58
Hard winter first clear	...@4.89	...@...	3.95@4.20	...@...	5.85@6.26
Soft winter short patent	6.57@7.00	...@...	...@...	...@...	5.60@5.55
Soft winter standard	4.50@6.30	...@...	...@...	...@...	4.85@5.45
Soft winter straight	...@...	...@...	...@...	...@...	4.85@5.45
Soft winter first clear	4.30@6.16	...@...	...@...	...@...	4.40@4.90
Rye flour, white	4.20@4.27	3.90@3.91	...@...	...@...	4.53@4.58
Rye flour, dark	3.50@3.52	3.15@3.16	...@...	3.78@3.83	3.80@3.83
<hr/>					
	New York	Philadelphia	Boston	Pittsburgh	*New Orl.
Spring high gluten	7.25@7.37	7.35@7.45	7.29@7.39	7.05@7.30	6.90@7.15
Spring short	...@...	6.95@7.05	6.89@7.09	6.80@7.02	6.65@6.85
Spring standard	6.85@6.97	6.90@7.00	6.89@6.99	6.70@6.96	6.50@6.75
Spring first clear	6.10@6.40	6.45@6.55	6.12@6.42	6.28@6.56	6.25@6.45
Hard winter short	6.69@6.90	6.45@6.65	6.71@6.82	6.50@6.62	6.00@6.15
Hard winter standard	6.49@6.60	6.40@6.50	6.51@6.62	6.36@6.42	5.85@6.00
Hard winter first clear	...@...	...@...	...@...	...@...	4.35@4.70
Soft winter short patent	4.95@5.35	...@...	4.97@5.37	...@...	5.15@5.45
Soft winter straight	...@...	...@...	...@...	...@...	4.00@4.35
Soft winter first clear	4.85@4.85	4.60@4.70	...@...	4.43@4.55	...@...
Rye flour, white	...@...	...@...	...@...	3.63@3.95	...@...

Wide Price Swings Believed Unlikely

All things considered, wheat prices appear to be on a firmer footing than might be expected in view of the supply surplus. So far this year, the loan program is having a greater effect on prices than a year ago, when for the first time since supports have been in effect prices did not reach the loan price. Higher quality wheat now is selling for more than the loan price, and ordinary wheat has been creeping up. Some sort of a balance may be expected if prices prove attractive enough to increase selling, and sharp fluctuations in either direction appear unlikely, barring unforeseen developments.

BREAD IS THE STAFF OF LIFE

Omar, Inc. Sales Set New Record

OMAHA—For the 20th consecutive year the sales of Omar, Inc. have shown an increase. Total sales for the fiscal year ending June 27, 1953, were \$37,009,336 as compared to \$32,978,907 for 1951-1952, an increase of 12.2%, according to W. J. Cood, Jr., president.

During the past year the Omar group increased from 3,518 to 4,015 employees. Over 17 million dollars was paid in wages and benefits.

Expansion has been the keynote during the past year as Omar acquired the Jacob Laub Bakery Co. of Cleveland, Ohio, in February, 1953, which has shown a sales figure of approximately five million dollars annually. Omar now has six plants and 46 sales branches in 44 cities. The corporation completed the year with 1,386 retail and 81 wholesale routes, a net increase of over 150 routes.

Earnings after taxes amounted to \$796,886.61—an increase of \$177,121.94 over the previous year's \$619,764.67.

BREAD IS THE STAFF OF LIFE

DCA Buys Own Building

NEW YORK—The Doughnut Corporation of America has announced purchase of an 11-story loft and store building at 43-51 W. 36th St., near the Avenue of the Americas. The plot is 100 by 98.9 ft. The general office of the firm is now located at 393 Seventh Ave., where it has been since 1940. DCA will move its offices to the building just purchased, taking over a major portion of the building.

BREAD IS THE STAFF OF LIFE

EKCO INCREASES DIVIDEND

CANTON, OHIO—Ekco Products Co. has increased its regular quarterly dividend from 37½¢ to 40¢ per common share and voted a special year-end 5% stock dividend to its common stockholders. A preferred stock quarterly dividend of \$1.12 per share was also declared. All dividends are payable Nov. 1, 1953 to shareholders of record Oct. 15, 1953.

ICC Should Reconsider Boost in Freight Rates to South, SBA Says

ATLANTA—The Interstate Commerce Commission has been petitioned to reconsider its recent decision which would raise freight rates on flour and other grain products shipped into the South from southern Kansas and Oklahoma.

The petition was filed by the Southern Bakers Assn., which said it is "seeking to prevent southern consumers of bread, grain, and grain products from being victimized by a proposed freight rate increase costing millions of dollars annually."

Petitions filed by the association point out that southern consumers had no notice of the proposed ICC action and "have never been represented in the proceedings which, if not reconsidered by the commission, will cost the South millions of dollars annually, with an increase of 10-20% in the cost of transporting flour and grain products into the South."

The petitions to the ICC point out that "In addition to the bread flour consumed by petitioner's members, the cost of which would be increased over \$500,000 annually, millions of pounds of package flour, and other grain products from the affected areas, are annually consumed in the South. The consumers of those products have not been, and are not, represented in this proceeding."

The ICC proceeding started as a battle by Kansas wheat processors to secure freight rates to the South equal to the rates from Oklahoma to the South. Southern interests did not learn that they might be adversely affected until the commission's decision of June 5, 1953, which proposed an increase in rates from southern Kansas, Oklahoma and Texas to equalize those rates with northern Kansas rates. The Southern Bakers petition stated that "Unless this petition is granted by the commission, the consumers of flour (and other grain products) in the South will be victimized to the extent of millions of dollars annually without ever having been heard by the commission."

The petitions asked the commission to set aside its June 5 decision because (1) the effect of the proposed rate increases upon southern consumers had not been considered; (2) the western rail carriers would be unjustly enriched; and (3) the decision contains legal errors. The commission was also asked to grant further hearings and argument so that southern interests might be represented

and meanwhile to stay the effective dates of its orders.

"This is a serious situation in which the southern consumers must be heard in order to prevent substantial injustice and to prevent substantial hardships," said E. P. Cline, secretary-treasurer of the Southern Bakers Assn. "We are extremely hopeful that other southern interests will join us in our fight to keep down the cost of bread, grain and grain products in the South. The vitally affected people have not been heard, and this proceeding has been conducted contrary to our basic American standards of justice which require that all be given an opportunity to be heard," he added.

An example of what the freight increase will mean to the South shows a hike from 49¢ to 55.5¢ per sack of flour from Wichita, Kansas.

A boost of 7¢—from 45¢ to 52¢—from Enid, Okla. On a percentage basis the increases would range from 10 to 20% over present transportation costs.

BREAD IS THE STAFF OF LIFE

1954 AIB Schedule of Classes Ready

CHICAGO—A 20-week course, baking science and technology, will begin Feb. 1, and continue through June 18, at the American Institute of Baking. The same course will be offered again in the fall, the dates being August 2-Dec. 17.

Both courses will include instruction in baking science, science laboratory, mathematics, experimental baking, bread and roll production, cake and variety products, equipment maintenance, sanitation and personnel problems.

Several short courses announced by the AIB include:

Baking for allied personnel, 11 days, Jan. 18-29; bakery equipment maintenance, six days, Sept. 13-18; cake production problems, 11 days, June 21-July 2; special course in bakery sanitation, four days, March 19-22 and Sept. 19-22.

Dates of additional short courses may be announced later. Further information may be obtained by writing to the Registrar, American Institute of Baking, 400 East Ontario St., Chicago 11, Ill.

U.S. WHEAT FLOUR PRODUCTION STATISTICS FOR SEPTEMBER, 1953

(Figures for Buffalo, Kansas City and Minneapolis represent 100% of production. Adjusted estimates for the U.S. are based on reports from mills which are believed to account for approximately 74% of the total U.S. wheat flour output.)

	Sept., 1953	Aug., 1953	Sept., 1952
BUFFALO	2,362,500	2,087,400	2,289,500
Minneapolis	1,155,700	1,042,000	1,299,200
Interior Northwest	1,991,400	1,714,000	2,122,600
NORTHWEST	3,147,100	2,756,000	3,421,800
Kansas City	1,169,500	1,035,700	1,297,000
Interior	3,625,100	3,774,600	4,072,300
SOUTHWEST	4,794,600	4,810,300	5,369,300
Seattle-Tacoma	725,100	640,100	780,400
Portland	240,700	182,200	298,400
Interior North Pacific	215,100	188,000	189,000
NORTH PACIFIC COAST	1,181,000	1,010,300	1,267,800
CENTRAL AND SOUTHEAST	2,563,100	2,307,600	2,371,800
TOTALS	14,052,600	12,971,600	14,719,800
Percent of U.S. Total	73.1	73.2	74.6
ADJUSTED ESTIMATES, U.S.	19,223,800	17,720,000	19,731,000
AVERAGE PER DAY	873,800	805,500	896,900

The Stock Market Picture

Quotations on baking company stocks listed on the New York Stock Exchange and the American Stock Exchange:

	High	Low	Close Sept. 1,	Close Oct. 1,
Continental Baking Co.	23	16 1/4	19 3/4	19 3/4
Continental Baking Co., \$3.50 Pfd.	99	90 1/2	93 1/2	90 1/2
General Baking Co.	13 3/4	10 1/4	12 1/2	12
General Baking Co., \$8 Pfd.	16?	14 1/4	14 1/2	14 1/2
National Biscuit Co.	30 3/4	30 1/2	33 1/4	35
National Biscuit Co., \$7 Pfd.	18 45 1/2	16 1/2	16 7/8	16 8
Sunshine Biscuits, Inc.	70 1/4	56	70	67
United Biscuit of America	37	29 1/2	36 1/4	34 1/2
United Biscuit of America, \$4.50 Pfd.	109	101 1/2	102	104

Closing bid and asked prices on stocks not traded Oct. 1:

	Bid	Asked
Hathaway Bakeries, Inc., "A"	10	10 1/4
Novadel-Agene	26	27 1/2
Wagner Baking Co., Pfd.	110	111
Ward Baking Co., Warrants	8%	8 1/2

Educate Youth to Goodness of Bread, Virginia Bakers Told

NATURAL BRIDGE, VA.—Our youth must be told and convinced of the goodness of commercially-produced bakery products in order to arrest a shrinking potential market for the baker, the Virginia Bakers Council, Inc., was told at its annual convention Oct. 2-3. Making this statement was Ralph S. Herman, director of baking sales service, General Mills, Inc.

Bakery tonnage volume has increased during the past 40 years because of a national increase in population, the population shift from farm-to-city and the decline in home baking, not because of increased per capita consumption, Mr. Herman pointed out. The situation is not hopeless, the speaker said, but "if we are to maintain even our present levels of production, we must take determined and continuing individual and industry action. All interests must be united in a common crusade to educate and tell the public, with particular emphasis on the younger consumer, of the goodness of commercially-produced bakery products of all types . . . of their substantial nutritional value"

"We must create a good and sympathetic public press on both national and local level. We must know our market and remain flexible to changes in public taste."

Over 100 members and their wives attended the meeting which was held amidst ideal weather conditions and scenic surroundings.

The speaker at the first formal gathering, following a Dutch treat dinner Oct. 2, was the Rev. J. H. Abernethy.

Among the other speakers was Walter N. Clissold, eastern editor of Baking Industry. James R. Phalen, managing editor, Bakers Weekly, served as moderator for a panel discussion on "Finding the Right Answers."

A concluding feature of the convention was the smorgasbord dinner and formal dance at the Natural Bridge Hotel Auditorium.

Harold K. Wilder, executive secretary of the council, announced that next year's convention will again be held at Natural Bridge.

Elected again as president of the Virginia group was Armand Hecht, Hecht Bakeries, Bristol. T. S. Herbert, Atlas Baking Co., Richmond, was reelected vice president and reelected as a director was Henry A. Nolde, president, Nolde Bros. Bakery, Richmond.

From Norfolk, L. E. Duncan, president of Merchants Bakery was reelected a director, and Fred P. Ayers, Jr., of Halls Bakery, Portsmouth, a

new director. Reelected secretary-treasurer and director, was John J. Bowman, Bowman's Bakery, Roanoke, and Frank J. Welch, president, Rainbow Bread Co., Roanoke, was reelected a director. W. Z. Mynatt, Kerns Bakery, Bristol, is a new member of the board. Claude O. Skelton, Sta-Klean Bakery and Robert N. Wini-free, Lynchburg Steam Bakery, both of Lynchburg, were reelected directors. From Columbia Baking Co., Harrisonburg, Covington, Charlottesville and Winchester, the supervising manager, T. Harry Lowery, was reelected a director. M. F. Fields of the Spalding Baking Co., and Baker Fields Bakery, Staunton, is a new member of the board.

CHICAGO BAKERS CLUB HONORS FISHERMAN

CHICAGO—Congratulations are in order for Edmond F. Litoborski, H. W. Conrad Bakery, Inc., Momence, Ill., who is the No. 1 fisherman of the season. His name will be engraved on the permanent Fisherman's Trophy housed in the dining room of the Bakers Club of Chicago.

No. 2 fisherman and a prize winner was Jack Betka, Dow Corning Corp., Chicago—No. 3 winner, Francis E. Deppe, Deppe-Vienna Baking Co., Chicago. Stanley A. Kretchman, Elgin Foods, Inc., Chicago—who was chairman of the committee, came in fourth, and last but not least, the No. 5 prize winner was John A. Revord, Sterwin Chemicals, Inc., Chicago.

BREAD IS THE STAFF OF LIFE

NORTHWEST PRODUCTION CLUB PROGRAM OUTLINED

MINNEAPOLIS—New crop flour will be discussed at the first meeting of the Northwestern Production Men's Club at the Hasty Tasty Cafe, Minneapolis, Oct. 13. A dinner at 6:30 p.m. will precede the meeting.

On the program will be Robert Ferguson, Russell-Miller Milling Co., who will speak on "Mixing"; Herman Mohl, Pillsbury Mills, Inc., who will discuss "Fermentation"; Earl Johnson, General Mills, Inc., "Machining," and R. B. Meckel, International Milling Co., "Proofing and Baking." A question and answer period will follow.

The Northwestern Production group was organized recently with H. W. Wortman, Zinsmaster Baking Co., as president; Ray Wuollet, Wuollet's Bakery, vice president, and Randolph Harder, Dunwoody Baking School, secretary-treasurer. All are from Minneapolis.



SBA CONFERENCE DRAWS INDUSTRY LEADERS— Attending the Retail and Wholesale Production Conference of the Southern Bakers Assn. in Atlanta, Ga., Sept. 13-15, were (left to right): Victor E. Marx, secretary-treasurer of the American Society of Bakery Engineers, Chicago; M. J. Swortziger, Kroger Co., St. Louis,

president of the American Society of Bakery Engineers; E. E. Kelley, Jr., president, American Bakers Assn., Chicago; J. M. Albright, American Bakeries Co., Atlanta, program chairman of the convention, and Raymond B. Streb, Royal Baking Co., Raleigh, N.C., president of the Southern Bakers Assn.

Production Man Is the Maker of Baking Industry's Quality Story, SBA Told

ATLANTA, GA.—The retail baker of today is the true craftsman of the baking industry, and the bakery production man is the maker of the industry quality story, many of the South's most prominent bakers were told at the Sept. 13-15 Southern Bakers Association Production Conference.

Registration was approximately 300, with more than a 50% increase in registration of bakers over the conference a year ago. Delegates to this fourth annual production conference were welcomed by J. M. Albright, chairman of the American Bakeries Co., Atlanta, Ga., conference chairman. Also participating in the initial welcome to the bakers was Raymond D. Streb, Royal Baking Co., Raleigh, N.C., president of the Southern Bakers Assn. Mr. Streb thanked those present for their attendance and echoed the statement of E. P. Cline, secretary-treasurer, that the conference was planned with the intention of growing better every year.

The first featured speaker of the conference was William F. Thie, Virginia Bakeries, Cincinnati, Ohio, and president of the Associated Retail Bakers of America.

"One of the surest facts of life is change," Mr. Thie said. "There is a change in our market that some people are not aware of—the growing middle class quickly adapt themselves to new things and this change is definitely affecting the business we are in," Mr. Thie said, quoting the Fortune magazine survey on foods in the October issue.

"There are 51 million family units in this country at present," he said, "40% more than in 1929. 61% more children under age 5 are facing school than there were in 1941." This great future was felt to be a boon for the baking industry, but Mr. Thie said that "someone is going to capture the eating habits of this market and bakers are not getting their share." He called attention to the change in eat-

ing habits and deplored the fact that years ago the baker had a larger share of the breakfast market.

"The baker has been asleep while other food purveyors have stolen the market," Mr. Thie said. Baked foods consumption has increased only 4% as compared to 400% for some other foods. "The price of progress is the risk of change."

Mr. Thie noted five "musts" for the retailer: Quality, freshness, variety, service and the united effort of the entire industry to tell the people of America the story of baked foods.

In concluding his address Mr. Thie pointed out that the ARBA has 400 new members since the 1953 convention in St. Louis, and extended an invitation to the entire group to meet in Cincinnati.

The final speaker on the initial program was William E. Broeg, South Lyndeboro, N.H., consultant to the International Milling Co., who spoke on quality cakes for the sales dollar.

Price trends cannot be overlooked in the competition of home baking, Mr. Broeg pointed out. He said that it is not an economic factor that is tempting the home baker but the desire to get something better in quality and character. Bakers are in a good position to outsmart her, he said. "The housewife likes a cake roughed up in finish possibly because she isn't skilled in making a smooth appearing cake," he said.

Mr. Broeg recommended the study of home magazines to seek the types of cakes being promoted by the home economists and food editors. He recommended a contrast in cake color and icing such as a chocolate cake and white frosting to capture the imagination of the buyer.

Many people feel bakery products are fattening, Mr. Broeg said, pointing up the necessity to glamorize the product and sell the idea that no food is fattening unless consumed to excess. He recommended that bakers take full advantage of what the allied organizations offer and told the pro-

duction men that in his opinion the cake market "will be here regardless of a diet craze." He said that decorated cakes are a good advertisement but they are usually special order creations and he "sometimes wondered if the baker got his money out of them."

The standardization of cake pans and cartons was advocated by Mr. Broeg.

Fred Smedley, Charles Dennery, Inc., New Orleans, speaking on frozen baked foods, said that two main factors determine the success of any business: Quality and service. The time element is the most important factor in determining freshness, he said, and the use of the freezer enables the customer to purchase freshness in baked foods.

Since climatic conditions in the South with a relatively high humidity are different from the rest of the

country, Mr. Smedley suggested the solving of the problem by using a thawing-dry box. The speaker suggested that freezing uniced cakes was more practical than iced cakes.

Pastries should be frozen unfinished and such foods as fruit pies normally frozen unbaked. He also pointed out that cream fillings made with starch do not freeze well nor does egg meringue. Whipped cream type toppings are satisfactory, he noted.

"When the employee doesn't show up the baker isn't caught short when he has a good variety available in his freezer," Mr. Smedley said.

The speaker recommended a rotating system of inventory to eliminate excess variety, but cautioned that a large variety available when the store opens meant greater sales possibilities.

Speaking on sweet goods and coffee cakes for the sales dollar was I. O. Rohrbach, Standard Brands, Inc., New York. He said the bakers often overlook the sales dollar to save a few pennies and suggested that bakers give the customer a little more than the customer could expect from his dollar. Several of Mr. Rohrbach's production pointers were: Salt emphasizes the flavor of other ingredients. Cake flour of 20 to 22% of total weight in sweet goods promotes tenderness. Mixing dough beyond the point of bowl pull-away causes toughness. Low melting point fats should be used for roll-in Danish doughs.

He gave a cost comparison which showed that one gallon of lean mix might cost \$.0812 lb. would make 450 ounces and 45 units scaled at 12 oz. to sell for \$18. However a richer dough in which the sugar and shortening were doubled and four times as many eggs used cost \$.1134 lb. but produced 652 oz., so that scaling at 12 oz. made 65 units selling for \$26.

College Graduates in Baking

"The future of the well trained college graduate in the baking industry is one of the leader," Dr. L. A.

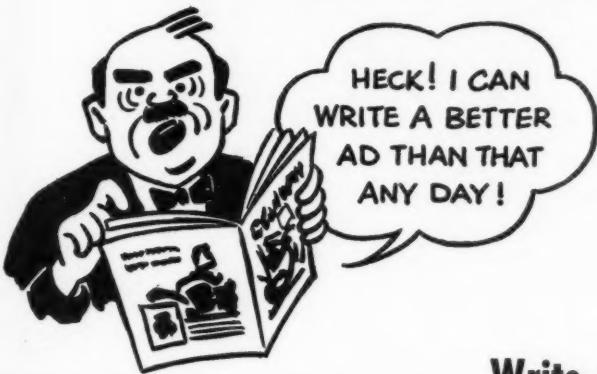


William F. Thie
"Change or Decay"

AD-WRITING CONTEST

for amateurs only!

WIN \$100 IN CASH!



Sit down and write your ad... just follow these simple rules

1. You must really write an ad. Don't just give us ideas to put into words. Most ads have headline, picture (or pictures) and text. If you want to illustrate your ad, don't be afraid to draw your own picture. But write it all down—just the way you want it to appear.

2. Contest is open to bakers, flour brokers, jobbers and to members of their business staffs and families. Entries by full or part time advertising writers will not be considered for prizes. Contest closes Oct. 31, 1953. Entries must be postmarked on or before midnight of closing date and received no later than Nov. 5, 1953. All entries become the property of Atkinson Milling Company and none will be returned.

3. \$100 in cash will be awarded to each entry judged worthy of publication in the opinion of the judges. Judging will be done by a committee of members of the Minneapolis Advertising Club.

4. Fill out entry blank on this page, tear out and send with your entry.

Contest open to bakers, flour brokers, jobbers and to members of their business staffs and families. No age limit, no restrictions whatever except one—professional ad writers of any kind are strictly barred. So here's your chance to show up the experts. All you need do to win is

Write an ad to be signed by Atkinson Milling Company suitable for publication in milling or bakers' magazines

USEFUL FACTS TO HELP YOU WIN

"IT'S BIN-AGED"—is an Atkinson slogan coined in 1940. It means that the flour from this mill comes to you fully aged ready to go into production.

50,000 CWT. AGING PLANT—Enormous bins hold the flour that comes from the mill. When aging is complete, flour is drawn from bottom for sacking or bulk loading.

TRIPLE AERATION—Flour is thoroughly aerated before, during and after storage. Its bulk is 20% greater in storage because it is mixed with air.

ACCURATE MILLING—Because Atkinson mills against a storage "cushion" instead of immediate delivery, we have plenty of time to adjust the milling operation to precise accuracy.

TEMPERATURE CONTROLLED MILLING—This method developed by Atkinson accurately measures temperature of flour streams before and after particle size is gradually reduced. Machines are set according to flour stream temperature increase insuring uniform grind and granulation, cooler milling, more even product flow and improved finished product.

UNIFORMITY—Lots of mills talk about uniformity but we at Atkinson think we have at least two advantages that enable us always to deliver uniformity (1) the accurate milling described above and (2) the stainless steel sifters throughout the mill. These sifters serve indefinitely without wear and thus hold the right size mesh at every stage of milling.

BULK DELIVERY—So far as we know, Atkinson was the first mill to offer bulk delivery by truck. The system "fluidizes" the flour so that it flows like water. It delivers 800 pounds of flour a minute. There's no sacking, no handling at either end. One man does the whole delivery job.

FLOUR GRADES—Our standard grades range all the way from short patents to clears,—hy-glutens, regular spring wheat, low protein spring wheat and mellow. You can almost always find one that exactly meets your requirements. If not, we'll mill to your exact specifications.

CAPACITY—We have wheat storage for 900,000 bushels of selected wheats from all over the Northwest. We turn this wheat into flour at the rate of 6000 cwt. per day.



**ATKINSON MILLING CO.
AD CONTEST, 900 Flour Exchange,
Minneapolis 15, Minn.**

Here is my entry.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

BUSINESS FIRM _____

POSITION _____

(Extra copies of this ad sent on request)

Rumsey, head of the Department of Baking Science and Management at Florida State University, Tallahassee, said in addressing the morning session Sept. 14. However, Dr. Rumsey said, the graduate should not expect to start in at the top but should seek a chance of advancement as progress warrants. For every bakery executive there are 100 more needed to assist and supervise, he pointed out.

"The graduate should have a (1) knowledge of basic facts, (2) learn how to work with people on the job, (3) have a definite program from management, and (4) should be given security assurance," he said.

"In a sense everything done by the

American Bakers Assn. on national scale is done for the purpose of winning the respect and support of the public," E. E. Kelley, Jr., president of the American Bakers Assn., said in opening his address. "You have public support when you are able to obtain sound enabling legislation for the industry. You have public support when you have widespread public understanding of the importance of bakery products—especially bread—in a balanced diet. And, finally, you have public support when you have public evidence that an industry is in the service of society.

"But in every instance such public support is gained not just by telling

the story—although telling it is indispensable—but by creating the story to be told. And that's where the production supervisor and the bakery engineer fit in. You are the makers of the industry's story."

Some people have the idea that promotion and publicity alone will sell any idea or product to the public, Mr. Kelley said. "It won't—not in the long run. In the long run the truth, good or bad, will come out. It can't be concealed. It can't be glossed over with words and pictures. All good communication is based on what exists to be communicated, and the only way for an industry to gain enduring public support is for an



Fred Smedley

industry to deserve that support."

In paying tribute to the production man, Mr. Kelley said, "By knowing how and when and where to cut corners, by studying your operations intently to learn where savings can be made, we have been able to hold down our selling prices and permit a greater quantity of a better food to be produced without following in full our increased cost of operation.

"But let me inject here a cautioning note: You can overdo efficiency. You can cut corners where corners should not be cut and thereby endanger our greatest asset—the quality of our products. We must never get into the habit of cutting costs solely for the effect of cutting costs. At no time must we be so intrigued by the idea of saving for saving's sake that we lower the quality of the end product."

Ways still remain in which we can effect still greater efficiency, bring about still more savings, all without sacrificing one iota of the high quality which your consumers and mine expect from the products bearing our company names, Mr. Kelley said.

Valuable Promotional Fact

"How long since you've thought of this tremendously significant fact:

"Only bread and flour have improved in nutritive levels in the past dozen years.

"Milk today carries no more nutrition than it did ten years ago. Neither does meat. Neither does sugar nor eggs nor any other basic food you can think of," the speaker emphasized.

"Since the days of Lembert's kneading machine you men have revolutionized the industry," Mr. Kelley concluded, "yet I believe you have only begun. By keeping an open mind in the past, you have welcomed changes which have meant improvement and benefit to the consumer. By maintaining that open mind in the future, you will bring us still more changes that will be of benefit to us and to our customers. And it is that open-mindedness, that willingness to adopt better methods even at the occasional painful cost of ditching comfortable pre-conceived notions,

(Continued on page 56)



Come to the A.B.A. convention

and meet "The Challenge of Tomorrow"—Chicago, October 25-28—Hear about the great baking advances made in the past year . . . and the new ones to come!

. . . You'll learn how to profit by applying the newest ideas in production, selling, and merchandising.

. . . You'll see the ways your industry can lick the public relations problems it faces.

. . . You'll meet old friends and make new ones at a convention full of good people doing the same good work.

. . . You'll have an enjoyable few days in Chicago while benefiting greatly from the presentations.

The American Bakers Association Convention will be held at the Hotel Sherman, Chicago, Sunday, October 25, thru Wednesday, October 28.



The Makers of FLEISCHMANN'S YEAST

Fermentation is our Business



L. O. Rohrbach

*Outstanding
Performance
IN THE BAKERY*

Your Bakery Deserves the Best!

THE KANSAS MILLING COMPANY

WICHITA • KANSAS

Mills at Wichita, Cherryvale, and Moundridge, Kansas—Marion, Ohio

CAPACITY 12,000 CWTS • STORAGE 4,500,000 BUSHELS



Specialties for the Lunch Box



CORN MEAL MUFFINS

Cream together:
1 lb. 4 oz. granulated sugar
9 oz. shortening
¾ oz. salt

Add gradually:
14 oz. whole eggs

Sift together:
1 lb. 14 oz. cake flour
1 lb. 2 oz. corn meal
2 oz. baking powder

Add this alternately with:
2 lb. 8 oz. milk

Mix this thoroughly. Then deposit into greased cup cake or muffin pans and bake at about 375° F.

PEACH SLICES

Cream together:
1 lb. 2 oz. granulated sugar
1 lb. shortening
1 oz. salt
Lemon flavor to suit

Add:

4 oz. egg yolks

Sieve and fold in:
2 lb. pastry flour
2 lb. bread flour
1 oz. baking powder

Then work in:

1 lb. 8 oz. milk

Roll out about one half of this dough and cover the bottom and sides of a greased bun pan 18 by 26 in. Spread a layer of peach paste or jam over this. Roll out the balance of the dough and cover the paste or jam. Take a fork and punch a number of holes into the top dough so that the steam will have a chance to escape. Then wash the top with milk or an egg wash and sprinkle some granulated sugar on it. Place in the oven and bake at about 375° F. When baked, allow to cool and then cut into slices of desired size.

BANANA CAKES

Cream together:
4 lb. granulated sugar
1 lb. 12 oz. shortening
1 oz. salt
2 lb. 8 oz. crushed ripe bananas

Sift together:
3 lb. 8 oz. cake flour
1½ oz. baking powder

Add this alternately with:
2 lb. milk

Then add gradually and mix until smooth:

2 lb. 8 oz. whole eggs
Deposit into layer cake pans of desired size and bake at about 375° F. When baked and cool, use the following for the filling between the layers.

Filling

Boil together:
2 lb. 8 oz. granulated sugar
3 lb. crushed ripe bananas
4 oz. water
½ oz. salt

Then ice the cakes with the following icing:

Banana Icing

Cream together on medium speed:
8 lb. powdered sugar
1 lb. 8 oz. butter
1 lb. 8 oz. shortening
4 oz. milk solids (non-fat)

Add enough cold water until the icing has reached the proper consistency. Do not beat this icing on high speed.

• • •

What Shall I Pack?

"Oh, what will I pack in the lunch box today?"

Mr. Baker, you'd be surprised at how often that phrase is repeated in American homes every morning. And you can help the housewife answer that question—at a profit. You can provide those interesting specialties that make packing a lunch box for Junior or Dad a lot simpler for Mom. A variety of baked goods will add variety to a lunch box and ease that daily chore of finding something different to pack.

Appetites Are Keener

Autumn air sharpens appetites. These appetites are made even keener by long walks to school. Lunch box menus must be planned in such a way as to keep these healthful eating habits at a high pitch. Young growing bodies crave energy foods like bread and other baked foods. Therefore, a variety of baked foods will help to maintain appetites built up by exercise, fall and winter weather and long hours at school.

Suggestions Stimulate Sales

These formulas are designed to meet the demands not only of the juvenile market but also for the grown-ups who carry their lunch. A golden opportunity is presented to you, Mr. Baker to stimulate business by suggesting these products to the homemaker. She will appreciate the help given her.

Peach Slices

Corn Meal Muffins

Banana Cakes

Chocolate Marshmallow Rolls

Sponge Drops

Whole Wheat Pound Cakes

Prune Boston Brown Bread

Washington Pies (Cake Squares)

Chocolate Sour Cream Cakes

Date Fruit Bread

Cherry Sponge Cake Pies

Buttermilk Graham Bread (Quick)

Cream Filled Sponge Cakes

Coconut Loaf Cakes

French Bread

Pineapple Angel Food

Sweet Pan Rye

Roman Apple Cakes

Note: Powdered bananas can be purchased from your bakers' supply house.

WHOLE WHEAT POUND CAKE

Cream together:

3 lb. 4 oz. granulated sugar
1 lb. butter
1 lb. shortening
1 oz. salt
Vanilla to suit

Add gradually:

2 lb. whole eggs

Stir in:

2 lb. 4 oz. liquid milk

Mix in:

3 lb. 8 oz. whole wheat flour

Then add and mix in until smooth:

2 lb. 8 oz. sliced Brazil nuts

Deposit into pans of desired size and bake at 340 to 350° F.

Note: The amount of milk to use may vary slightly. Scrape down the creaming arm and bowl several times during the mixing period.

PRUNE BOSTON BROWN BREAD

Mix together:

1 lb. granulated sugar
4 oz. shortening
2 oz. salt
2 oz. soda
2 oz. yeast

Add:

¾ qt. high grade molasses

Mix together and add:

1 lb. cake or cooky crumbs

4 lb. water

Then add and mix in well:

1 lb. corn meal

1 lb. whole wheat flour

8 oz. rye flour

1 lb. 8 oz. bread flour

2 lb. chopped pitted prunes

Scale 1 lb. of batter into regular greased or paper lined Boston brown

bread pans. Place the covers on top and then place them in a regular steamer. Fill the steamer with water up to the top of the inside bottom plate. Place in the oven and then bake for about two hours at 370 to 380° F.

WASHINGTON PIES (CAKE SQUARES)

Line an 18 by 26 in. bun pan with the following pie dough:

Rub together:

1 lb. 8 oz. pastry flour
12 oz. shortening
¾ oz. salt

Mix in:

9 oz. cold water

Allow the dough to rest a while before rolling out. After the bun pan is covered, dock it with a fork.

Then cream together:

8 oz. granulated sugar
8 oz. shortening

½ oz. salt

¼ oz. cinnamon

¼ oz. ginger

¼ oz. allspice

6 oz. whole eggs

Stir in:

¼ pt. molasses

Mix together and add:

1 lb. 4 oz. good cake or cookie crumbs
1 lb. 8 oz. water

Sift together and add:

2 lb. 4 oz. cake flour
¾ oz. baking powder

Then mix in:

2 lb. seedless raisins
12 oz. mixed diced peel
8 oz. chopped nuts

Place this mixture into the lined bun pan and spread out evenly. Bake at about 350° F. After baking and when cooled, ice the top with either white icing, chocolate or maple icing. Then cut into 2 in. squares.

SPONGE DROPS

Mix together:

3 lb. powdered sugar
3 oz. ammonia (powdered)
1 oz. salt

Lemon flavor to suit

Stir in:

2 lb. whole eggs

Add:

2 lb. milk

Sieve and mix in until smooth:

5 lb. bread flour

Drop out on greased and dusted pans. Bake in a hot oven, about 425° F. After baking and when cool, ice the bottoms with a good water icing. The icing may be colored vari-

ous shades, such as yellow, pink, etc.
Note: The mix should be on the soft side and spread quite a bit on the pans before going into the oven.

CHOCOLATE MARSHMALLOW ROLLS

Beat together until stiff:

4 lb. whole eggs
1 lb. 4 oz. cake flour
6 lb. granulated sugar
1½ oz. salt

Add carefully:

1 lb. 4 oz. melted bitter chocolate
Whip together and add:

12 oz. cake flour
3 lb. milk
Vanilla to suit

Then sift together and mix in:

1 lb. 2 oz. cake flour
2½ oz. baking powder
Scale 3-3½ lb. batter to each 18 by 26 in. paper lined pan. Bake at 380 to 400° F. Remove from the pans at once after baking and fill with the following marshmallow.

Marshmallow

Dissolve:

1½ oz. gelatine in 13 oz. cold water

Scale into a mixing bowl:

4 lb. 8 oz. powdered sugar
1 lb. 8 oz. egg whites
3 lb. invert syrup or honey

Then heat the gelatine solution to about 140° F. Add this to the material in the bowl and beat until light. Then add flavor to suit.

Note: Use a 30 qt. machine bowl.

CHOCOLATE SOUR CREAM CAKES

Cream together:

2 lb. granulated sugar
8 oz. shortening
4 oz. honey or invert syrup
8 oz. butter
½ oz. salt

Add gradually:

6 oz. whole eggs
4 oz. yolks

Stir in thoroughly:

7 oz. melted bitter chocolate

Add slowly:

12 oz. sour cream
Sift together, add and mix in:

2 lb. 4 oz. cake flour
1 oz. baking powder

Then stir in:

1 lb. milk

Then beat light and fold in carefully:

8 oz. egg whites

Scale into pans of desired size and bake at about 375° F. When baked and cool, ice the cakes with the following icing.



Banana Cake

THE AMERICAN BAKER

White Fudge Icing

Cook at 228° F.:

2 lb. 4 oz. granulated sugar
6 oz. honey or invert syrup
1 lb. milk

When cool, add and beat together until smooth:

6 oz. butter
4 lb. 8 oz. powdered sugar
Vanilla to suit

If a thinner icing is desired, thin down the above icing with some whipping cream and beat smooth.

DATE FRUIT BREAD

Mix together slightly:

2 lb. sugar (sucrose or dextrose)
3 oz. salt
1 lb. milk solids (non-fat)
1 lb. 4 oz. shortening
8 oz. butter

Add:

1 lb. egg yolks
12 oz. whole eggs
Little lemon flavor

Then add:

6 lb. water

Add:

15 lb. bread flour (sifted)

Then add and mix until smooth:

1 lb. yeast dissolved in
2 lb. 4 oz. water

Then mix in:

5 lb. chopped pitted dates
1 lb. chopped citron
1 lb. chopped walnuts or pecans

Dough temperature 80 to 82° F. First punch about 1 hr. 30 min. Take to the bench 15 min. later. Scale the dough into pieces of desired weight and round up. Then place them in 7 or 8 in. deep (2 in.) round cake pans. Allow to proof and bake at about 375° F. When baked, glaze the loaves with the following.

Corn Syrup Glaze

Bring to a boil:

1 qt. corn syrup
1 pt. water

Note: The amount of water in the dough may have to be varied somewhat due to variation in the type of flour used. For the 8 in. pans, scale the dough into 27 oz. pieces and for the 7 in. pans, about 22 oz.

CHERRY SPONGE CAKE PIES

Sponge Cake Mix

Beat fairly stiff:

4 lb. sugar
3 lb. whole eggs
1 lb. yolks
1 lb. corn syrup
1 oz. salt
Vanilla to suit

Add slowly, mixed together:

1 lb. 8 oz. hot milk (150°)
8 oz. butter

Sieve together and mix in carefully:

4 lb. good cake flour
1 oz. baking powder
Bake in deep, greased and dusted pie plates. When the cakes are baked and cooled, slice them in half. Place a thick layer of cherry filling on the lower half and put the other half on top. Then sieve a thin layer of powdered sugar on them. The tops may also be iced with a thin layer of chocolate icing, if desired.

CREAM FILLED SPONGE CUPS

Beat until light:

7 lb. eggs
9 lb. sugar
3 oz. salt
4 oz. milk solids (non-fat)
8 oz. invert syrup or honey
Add carefully:
3 lb. hot water
Vanilla to suit

Sift together and fold in:

7 lb. 8 oz. cake flour
2½ oz. baking powder



Technical
Editor

A. J. Vander Voort

Deposit into paper lined cup cake pans and bake at about 380 to 390° F. When baked and cool, fill the cups with the following cream puff filler to place the filling in the cups.

Chocolate Cream Filling

Bolt together:

3 lb. sugar
8 lb. water
3 lb. cocoa

Allow this to cool thoroughly.

Cream light:

13 lb. shortening
10 lb. powdered sugar
3 lb. milk solids (non-fat)
2½ oz. salt

While creaming, add the above cooled mixture gradually.

Then add slowly:

1 lb. whole eggs
Vanilla to suit

BUTTERMILK GRAHAM BREAD (QUICK)

Mix together:

3 lb. granulated sugar
8 oz. shortening
4 oz. salt
4 oz. soda

Add:

1 qt. good molasses

Stir in:

10 lb. buttermilk

Add and mix in:

5 lb. graham flour
5 lb. bread flour

Scale into tins of desired size. Place in the oven as soon as possible. Bake at about 375° F. After the loaves are baked, wash the top crust with melted butter or shortening.

Note: Raisins or nuts may be added to this mix if desired.

SWEET PAN RYE

22 lb. clear flour

4 lb. dark rye flour

17 lb. water (variable)

12 oz. yeast

2 oz. yeast food

10 oz. salt

12 oz. shortening

4 oz. caraway

4 lb. corn syrup

1 lb. 6 oz. molasses

Mix in the usual manner. Dough temperature 79 to 80° F. First punch approximately 1 hr. 30 min. Second punch 30 min. Take to the bench 15 min. Scale and round up. Allow 15 min. rest and then make up. Use plenty of steam during the baking period.

FRENCH BREAD (STRAIGHT DOUGH)

20 lb. flour (high gluten)

12 lb. water (variable)

6½ oz. salt

6½ oz. yeast

4 oz. shortening

Dough temperature 80 to 81° F. First punch about 1 hr. 50 min.;

(Continued on page 60)

Questions & Answers

A SERVICE FOR BAKERS

Conducted by

Adrian J. Vander Voort

Technical Editor of *The American Baker*

* * *

The *American Baker*, without cost to its subscribers, offers through Mr. Vander Voort, technical editor of *The American Baker* and Head of the Baking Department, Dunwoody Industrial Institute, to answer and analyze production problems. Samples of baked goods should be sent to Mr. Vander Voort, Dunwoody Industrial Institute, Minneapolis, where the laboratories and facilities of the school are at the disposal of the readers of *The American Baker*; communications should be addressed to *The American Baker*, 118 South Sixth Street, Minneapolis, Minnesota.

ents. In order to make fig bars special types of machinery are required.

FIG BARS NO. 1

200 lb. soft flour
95 lb. powdered sugar
20 lb. shortening
25 lb. butter
12 oz. ammonia
1 lb. soda
25 lb. eggs
12 lb. glucose
5 gal. milk (variable)
Vanilla to suit
20 oz. salt

FIG BARS NO. 2

200 lb. soft flour
75 lb. powdered sugar
40 lb. shortening
1 gal. honey
3 gal. eggs
5 oz. ammonia
20 oz. soda
20 oz. salt
Vanilla to suit
4½ gal. milk (variable)

FIG BARS NO. 3

400 lb. soft flour
180 lb. powdered sugar
70 lb. shortening
4 lb. salt
½ lb. vanilla
2 gal. invert syrup
4 gal. eggs
3 lb. ammonia
2½ lb. soda
7½ gal. milk (variable)

FIG JAM

1,040 lb. fig pulp
800 lb. granulated sugar
90 lb. glucose
22½ lb. starch
10 oz. lemon extract
10 oz. tartaric acid

Icing

My doughnut shop does about 60% of its business in wholesale items. However, I have quite a staling problem. One reason is lack of a good icing for fried cinnamon rolls and other fried goods. I need an icing that can be applied to hot or warm items, that can be packaged and will look well for at least two days on the store shelf and that is not too high in cost. Our weather here in Sarasota plays havoc with our merchandise. Humidity destroys the icings very rapidly and tends to make them chip and crumble.

I have your letter requesting information on the making of small mint drops to be used for decorating on wedding cakes, pastries, etc. These mints are made from fondant. Most bakers making them purchase the fondant from their baker's supply house and then add their own flavors and colors.

It requires a lot of labor and time to make your own fondant. However, by using the following formula and procedure, you will be able to make your own fondant, should you desire:

Boil to 240° F.:

12 lb. granulated sugar
2 lb. corn syrup
4 lb. water

When the desired temperature is reached, pour the hot syrup on a marble slab on which water has been sprinkled. A frame is usually made on the marble slab by the use of 1 in. square bars, about 3 to 4 ft. long. As soon as the hot syrup is poured inside these bars sprinkle some cold water on top of it and allow to cool. Then with a wooden paddle turn the mass over continually until it becomes white and creamy. The fondant should then be placed in a container and kept a week or longer in order to produce the best results. This is called a ripening process.

In order to make the drops it is necessary to heat the fondant to about 100 to 105° F., adding flavor and color to suit. The creamy mass at this temperature will then become fluid and is poured into a funnel. This funnel should have a plunger inserted into the top of the spout. The plunger can then be raised to allow the fondant to pour out of the bottom of the spout into drops of desired size on waxed paper. Allow to set. When set, the drops are ready to be decorated as desired.

Fig Bars

Please furnish me with a formula for making fig bars.—R. O. M., Tenn.

* *

I am enclosing three different formulas for making the dough for fig bars and one formula for the fig filling. If this is not the type of fig bar you have in mind, I would like to have you send me a sample and I will endeavor to give you a formula for them.

These formulas are generally used by biscuit and cracker bakers. Some minor adjustments may have to be made due to variations in ingredi-

proper procedure is to bring the water, shortening and salt to a boil and then the flour should be added and stirred in thoroughly until it forms a paste. This mixture should then be slightly cooled and then the eggs should be added. Some bakers add a small amount of milk in order to have the batter reach the proper consistency.

Prune Filling

Do you have a formula for the prune filling used as a filler in Danish pastry?

* *

I have your request for a formula for making a prune filling for Danish pastry. The following formula is very easy to make up:

PRUNE JAM

Grind fine:
5 lb. pitted prunes

Add:

½ oz. salt
½ oz. cinnamon or nutmeg

Then bring to a boil, and add stirring well:

3 lb. granulated sugar
3 lb. water

—BREAD IS THE STAFF OF LIFE—

BAKERS CLUB OF CHICAGO ENTERTAINS AIB STUDENTS

CHICAGO—Members of the Bakers Club of Chicago were hosts Sept. 16 to the new class of 29 students of the American Institute of Baking. The AIB open house event began with a social hour in the club's quarters in the Sherman Hotel, followed by a buffet supper in the Crystal Room. Claude G. Hill, Continental Baking Co., club president, presided at the supper.

The AIB students were introduced by Dr. Robert W. English, director of education, AIB. They represented 20 different states, three from Japan, one from Trinidad and one from Panama.

Guest speaker was Ellis C. Baum, Continental Baking Co., New York. Mr. Baum outlined the many opportunities which are present for young men entering the baking industry and graphically described the high degree of efficiency of plant management that is necessary for successful business in the increasingly competitive state of the baking industry.



Mr. Hill Greets Mr. Baum

French Crullers

I would appreciate advice from you as to whether or not I could make a French cruller, cream puff or eclair by just gelatinizing the flour in the water and cool it and then put shortening in and the eggs. Or should I cook the flour with the shortening and then put the eggs in, or wouldn't this make any difference?—A.K., N.Y.

* *

I have your letter asking about the procedure to use in making French crullers, cream puffs and eclairs. The

FULPRINT

BAGS'

*designed
for your
customer's
RE-USE*



Yes, it's a banner year for *Fulprint*.

Today, more than ever before, housewives are choosing the products packed in Fulprint Cotton Bags. The carefully selected prints and colorfast, quality cotton cloth combine to make an exciting invitation for home sewing.

For the manufacturer, *Fulprint* Bags mean a colorful, more sturdy container that actually sells itself! Contact the Fulton branch nearest you for the "success stories" of other manufacturers who pack in Fulprint Cotton Bags ... *fashion keyed for customer appeal!*

Fulton BAG & COTTON MILLS

ATLANTA • ST. LOUIS • DALLAS • DENVER • NEW ORLEANS • LOS ANGELES • MINNEAPOLIS • KANSAS CITY, KANSAS • NEW YORK CITY, 347 MADISON AVENUE
SAN FRANCISCO • PHOENIX • WINTER HAVEN, FLA. • SAVANNAH

Uniformity

the priceless quality in flour

yours always with . . .

Acme-Evans Flours



ANGELITE—cake flour

COOKIE KING—cookie and doughnut flour

CRACKER KING—cracker sponge flour

GRAHAM KING—100% soft wheat graham

PASTRY KING—low viscosity flour

Progressive Milling Since 1821

ACME-EVANS COMPANY, INC., INDIANAPOLIS 9, IND.



MILWAUKEE GOLFERS — Shown above on the first tee at Lincoln Hills Country Club are golfers of the Milwaukee Retail Bakers Golf Club at the time of their season's wind-up. Standing, from left to right, are Ted Sabanski, Liberty Baking Co.; Ted Waseka, also of Liberty; Dave Rubin, Kohl's Bakeries; Clyde Buckles, Hobart Corp.; Harold Dohmeyer, Dohmeyer Bakery; Larry Davis, Hobart, local manager; Lou Yarne, Mrs. Yarne's Cake Shop, and Omar Mirzo, Kohl's. Sitting are Jens Christensen, Benesch Bakeries, and Walter Willer, Willer Bakery. The picture was taken by Bernie Ronyak, King Midas Flour Mills, club secretary. Mr. Rubin took the Shimoni golf trophy as 1953 champion, with Mr. Christensen as runner-up. Mr. Sabanski is club president.

NEW YORK PRODUCTION GROUP STUDIES FREEZING

NEW YORK—A record attendance of 130 members and friends gathered at the first meeting of the season of the Metropolitan Production Club, Inc., at the George Washington Hotel, Sept. 14. This was the first of a three-meeting panel on "Freezing of Baked Goods."

The program chairman, T. R. Stevens, American Machine & Foundry Co., outlined the purposes of this meeting and presented the moderator and speakers of the first panel ses-

sion, Herman Tyor, Wheatality Baking Corp.; Charles Glabau, Bakers Weekly, and James M. Wilde, Annapolis Freeze. Mr. Glabau used slides to illustrate proper freezing temperatures for different types of baked goods and Mr. Wilde's talk was on types of refrigerators best suited for various bakers' needs.

The next meeting will be Oct. 5; it will be devoted to material and packaging of quality frozen baked goods, covering cardboard boats, trays, boxes, laminated foil, polyethylene, aluminum foil, cellophane, wax glassine and shipping containers.



Quaker Bakers Flour

More Reason than Rhyme!

" Quaker Bakers Flour is specially designed
With up-to-date bakers like *you* in mind.
Yes, this versatile flour's your finest pick
'Cause baking formulas *change* so quick.
This short-patent flour is the finest of any
And yet it won't cost you one extra penny!"

Call, write or wire

The Quaker Oats Company

Chicago, U.S.A.

Mills at Cedar Rapids, Iowa • St. Joseph, Mo. • Sherman, Texas
and Los Angeles, California



BLUEPRINT for security...

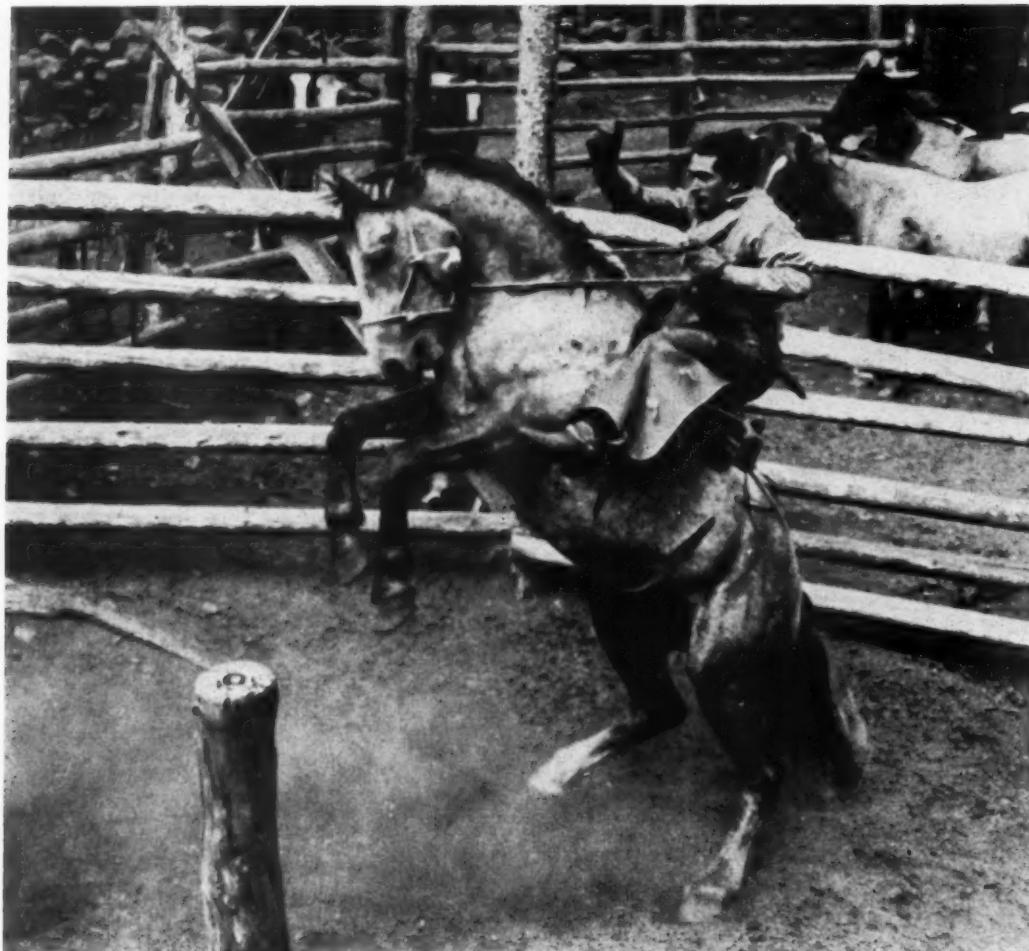
There is only one blueprint to follow for security
... only one formula for sales success. And that
is a preferred product.

To enable you to consistently produce baked goods that Mrs. Homemaker will buy . . . again and again . . . Midland offers you a choice selection of uniformly milled flours. Midland Flours are milled with the painstaking care and skill of experienced millers. Every known scientific method of testing, checking and re-checking is employed at each step of the milling process to assure uniform, top-quality flours. Naturally, this same care and skill is reflected right in your own shop through trouble-free production of the highest quality baked goods.

Let Midland Flours help put your baked goods on Mrs. Homemaker's "preferred list." It will pay you to use Midland Flour every time.

Town Crier
flour

UNIFORMLY MILLED FLOURS BY
THE MIDLAND FLOUR MILLING COMPANY
NORTH KANSAS CITY, MO.



BALANCE

Makes The Difference

Here at Gooch's the milling mix is the product of choice wheats. Each lot used in the mix is selected because it supplies one or more of the needed elements for good baking results. The proper balance of these baking qualities, under rigid laboratory control, help maintain a constant supply of

Identical Performance Flours

GOOCH'S BEST

GOMECAKSARBEN

GOOCH MILLING & ELEVATOR Co.
LINCOLN, NEBRASKA

Daily Capacity 5,000 Cwts.

Elevator Space 2,100,000 Bus.



More dollars from doughnuts every month ...

with USP Handling Equipment

Appearance and quality . . . they bring you the dollars from doughnuts! And with USP cooling and handling equipment, that appetizing, fast-selling appearance and quality are guarded constantly—all the way from fryer to shelf. Every hour of the day, every month of the year. Examine this equipment carefully in light of your own operation. See how smoothly and economically it fits into your profit picture.



Model WS-672-W

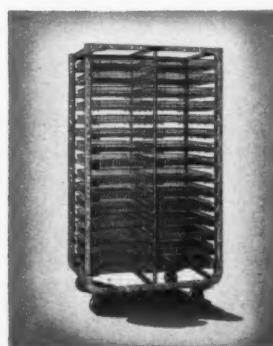


Model WS-223-W



Model WS-37-W

DOUGHNUT BASKETS—All electro-welded and bright nickel finished, these doughnut cooling and handling baskets are designed clean to stay clean. Minimum weight with maximum durability speed handling and cut replacement costs. USP baskets are available in a wide range of shapes, styles, sizes.



Model R-765



Model R-57

DOUGHNUT COOLING—STORAGE RACKS—Greater handling efficiency and product protection make Union Steel doughnut racks both time and cost savers. Made with sturdy steel frames, reinforced to last a lifetime, each unit is hot-galvanized for sanitary, corrosion-free service. Available in a wide range of styles for use in the shop, on the dock, in the truck.



UNION STEEL PRODUCTS COMPANY

1903 • Our Golden Anniversary • 1953

Albion, Michigan

Management and Production: They Must Share Their Problems

By William F. Gossadge
Grocers Baking Co.
Louisville

THE necessity for sharing of management-production problems has been neglected or overlooked too long by owners and plant managers. This subject could be discussed from two angles—they must share in the problems as a duty, second they must share in the problems as their right as a production man.

It is not an uncommon situation where management not only endures but actually encourages a feeling of resentment or antagonism between their sales department and production department. Too many times management considers their sales department their life's blood.

I, personally, like to think of management as one who depends upon a pair of crutches. The crutches could be likened unto their sales department and their production department. Just let either department or crutch fail to function and management falls flat. In order to eliminate, as far as possible, the feeling of resentment between departments, top management must give careful consideration to each.

The person in charge of your production is variously titled foreman, superintendent, production superintendent or production manager. I have known instances where a high sounding title was given in lieu of adequate monetary compensation. For the purpose of identification, we will refer to the individual in charge of production as your production man.

The first step toward having your production man to share in your problems is for you to correctly evaluate his qualifications, his experience, his responsibilities and his loyalty to you and your organization. You must then compensate him accordingly.

Due to a variety of shop conditions, organizational setup and other conditions, it is impossible to outline a perfect set-up giving the duties and responsibilities of a typical production man. Where conditions permit, I feel that a production man should be held responsible for the maintenance of his shop and equipment, the sanitation of his plant, the storage and care of raw ingredients, the efficient production and quality of his products, and the direction of personnel from the janitors through the processes until the product is wrapped and ready for distribution.

In order to consider the topic,

EDITOR'S NOTE: William F. Gossadge, who delivered the original of the accompanying article at the recent Southern Bakers Assn. Production Conference in Atlanta, is production manager and director of personnel for the Grocers Baking Co., Louisville. A graduate of the American Institute School of Baking and Dunwoody Baking School, where he was an instructor, Mr. Gossadge has spent many years in the baking industry. He was president of the American Society of Bakery Engineers in 1941.

"Management—Production must share in its problems," let me ask you, as plant managers and owners, a few questions:

1. Do you consult your production man in regard to grade and type of raw materials?
2. Do you frequently change brands or grade of raw materials,

especially flour and expect a uniform finished product?

3. Do you consult your production man in regard to repair or replacement of equipment?

4. How do you handle complaints in regard to the production man's work?

5. Do you permit your salesmen,

your sales supervisors, your sales manager, and yourself to register complaints with your production man?

6. When substandard products are produced, do you analyze the production man's reason for same or do you jump at the conclusion it was carelessness on his part?

7. Do you expect the impossible in the way of scheduling special orders or the production of extra amounts of products on double holidays?

8. Do you place confidence in your production man in regard to per-

the SUCCESSFUL CAKE BAKER

SPECIAL SECTION: "HOW TO INCREASE CAKE SALES

What
tastes
~~better~~...

SELLS BETTER

Increasing cake sales and profits takes more than good formulas and fine baking equipment—it takes a *Third Dimension* to get better-tasting, better-selling cakes. The *Third Dimension* of better-quality cake is full use of these three fine Fleischmann ingredients *in combination*:

(1) **Fleischmann's Frozen Eggs** . . . for that delicate, fresh, wholesome taste that only peak quality, Spring-laid eggs can give.

(2) **Fleischmann's TasteX Margarine SHORTENING** . . . for that rich, natural flavor that only this hydrogenated shortening, specially emulsified with cultured skim milk can give.

(3) **Fleischmann's Baking Powder** . . . for that regulated, controlled leavening action that only this "critical ingredient" assures, giving you the fullest possible results from all ingredients for about 2¢ on the dollar.

FLEISCHMANN'S TASTEX Shortening

sonnel problems? Do you permit him to employ and relieve his employees?

9. Do you require your production man to place your relatives or friends in his department? Do you require him to employ friends or customers of your merchant customers?

10. Do you encourage your production man to suggest ideas for new products and new packages.

11. Do you give your production man credit for new ideas or some accomplishment or do you take credit for them yourself?

12. Do you realize your production man has a confining job and do

you make it possible for him to attend production meetings and enable him to meet with other men with like problems?

13. Do you invite your production man to attend your sales meetings and dinners?

14. Do you purchase and maintain uniforms for your sales supervisors and expect your production man to purchase and maintain his own shop clothes?

15. Do you permit your production man sufficient key personnel, some that could assume some of his responsibilities, or do you expect him

to carry the whole load of production?

By an honest and careful analysis of the above questions, by correcting those in which you are wrong and by counseling with your production man, I am quite sure you will find him ready, able and willing to share your management problems.

BREAD IS THE STAFF OF LIFE

FIRM NAME CHANGED
MONTREAL—Food Products, Ltd., is the new title of the Montreal firm formerly called Food Colours, Ltd. There has been no change in the financial structure of the company.

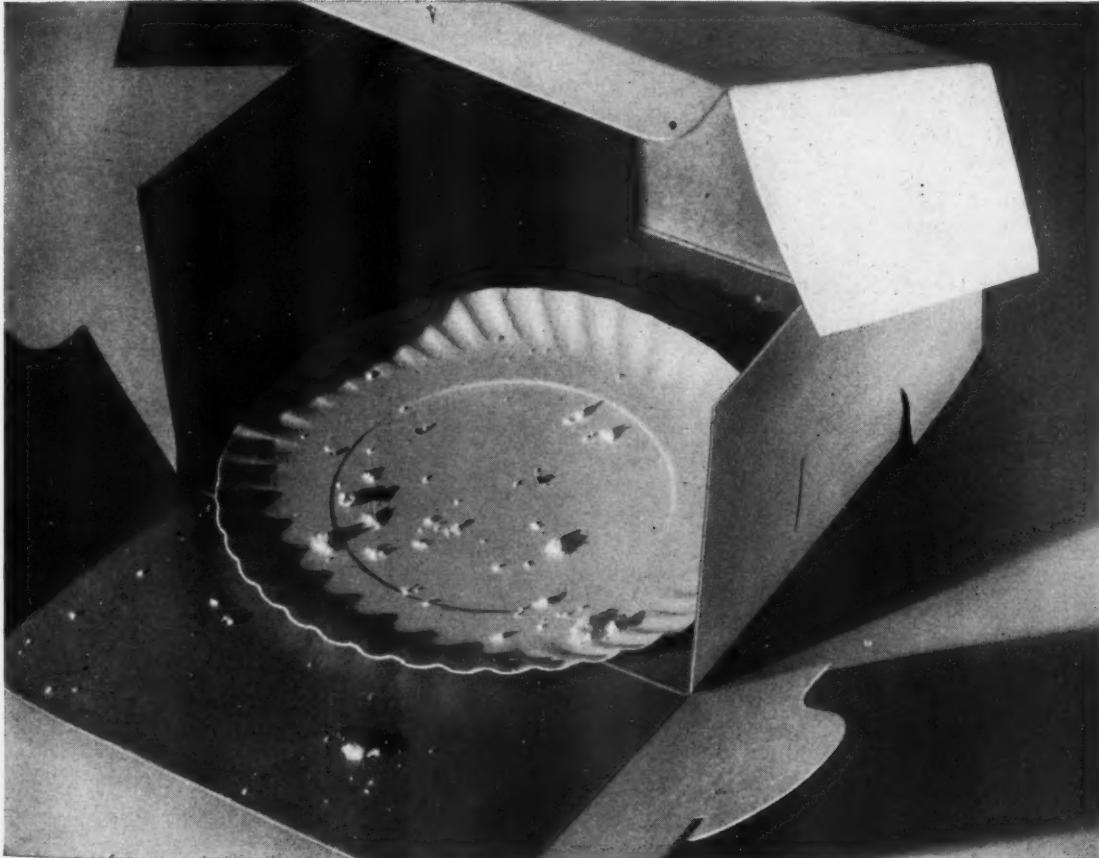
AND PROFITS!"

*as reported by your
Fleischmann Man
from research by the
technical and sales staffs
of Standard Brands Inc.*



Marion B. McClelland

SECRETARY—The new secretary of the Illinois Bakers Assn. is Marion B. McClelland, whose office is at 221 W. Prairie Ave., Decatur, Ill. Shortly after his graduation from James Millikin University in 1930 Mr. McClelland entered the baking industry. Mr. McClelland has held positions of sales supervisor and sales manager of the Decatur plant of Bury Baking Co., manager of the Ottawa, Ill., plant, and operated a retail bakery in Florida. While living at Ottawa Mr. McClelland was president of the chamber of commerce.



{ Picture of the "best" cake . . . }

The one that is all eaten up. The one that tastes so good price is forgotten—and the only worry is, "How long 'till the next one?"

CONVINCE YOURSELF. See how combining these three Fleischmann ingredients produces the *Third Dimension* of cake quality—brings you better-tasting

cakes right in your own bakery. Ask your Fleischmann Man for proof. There's no obligation. What tastes better—sells better.

Frozen Eggs • Baking Powder



Member

BREAD IS THE STAFF OF LIFE

CONTINENTAL CAMPAIGN

The Continental Baking Co., New York, has one of the most concentrated radio advertising campaigns ever scheduled for daytime. Its new 15-minute panel program, "Make Up Your Mind," heard over CBS in more than 50 major markets, considers theoretical problems and after the panelists have given their ideas, a guest psychologist offers suggestions. The program is broadcast Monday through Friday at 11:30 a.m., eastern daylight time.

The company used two color and black and white ads to help kick off the program and details of the show also dominated the ads of Wonder Bread and Hostess Cup Cakes.

Banging the Baker's Doorbell

A fire caused damages estimated at \$500 to the Cronstrom Bakery, Superior, Wis.

Southland Foods, Inc., has opened a new cookie factory in Boca Raton, Fla., which will manufacture an orange cookie—using fresh whole oranges—according to Chris Burk-

hardt, vice president and general manager.

The Miami Bakery, South Bend, Ind., has been completely remodeled.

The City Bakery, St. Augustine, Fla., founded in 1886 by the late E.

Moeller, and carried on by his son, Walter Moeller since his father retired, has been sold. The new owners will operate as the City Baking Co., a new corporation headed by R. P. Cooper as president. Cooper is also president of the Ideal Baking Co., Panama City, and the Capital City Bakery, Tallahassee. Vice president

and general manager is Roy Liston. Mark Ahrano will serve as secretary-treasurer and Douglas Hayes has been named office manager.

Foust's Bakery, Fullerton, Neb., has been opened by Mr. and Mrs. Carroll Foust.

Bernard M. Green and W. C. Lumley have dissolved partnership in Dawn Pastries, Marshalltown, Iowa.

Lloyd Mix, proprietor of the Mix Bakery, Windom, Minn., plans to construct a one story bakery building on property he purchased recently in Windom.

Oklahoma bakeries which have added delivery units to their fleets include the National Biscuit Co.; United Biscuit Co. of America; Colonial Baking Co.; Maywood Bakery, all of Oklahoma City, and Bama Pie Co., Tulsa.

The Only Bakery has been established at 324 William St., Buffalo, by Aaron Sidell and Stephen Rozum.

Mrs. Edna Weigel, operator of a bakery in the Price Hill section of Cincinnati, won a new Dodge car at a church festival.

The Welz Bakery in downtown Cincinnati, one of the oldest bakeries in the city operated by one family, has been sold by William Welz to Al Mueller.

Wesley Beasley has purchased the Excel Bakery in Cincinnati from William Wolff.

Andre's Pastry Shop has been established at 1072 Union Road, West Seneca, N.Y., by Andrew G. Kmetz.

Peter Ginzinger, owner of the Mari-Beth Bakery, Cincinnati, has installed an 18-pan oven, and Bernie Luken of the same city has installed a new bread slicer in his shop.

Mr. and Mrs. Fred Spangler have purchased the bakery of George Roessel in Elmwood Place, a Cincinnati suburb.

Mr. and Mrs. William Rodenbeck, Cincinnati, recently redecorated their bakery salesroom.

Gordon Nash, owner of the Priscilla Bakery, St. Bernard, Ohio, and president, Greater Cincinnati Bakers Assn., has completely remodeled his shop with installation of an angle glass front, new interior wood finish, show cases, air conditioning and a large electric sign.

Max Engler, Cincinnati baker, has improved the exterior appearance of his shop by installation of a metal awning.

Copeland Baking Co., Ada, Okla., has added a truck to its fleet.

Shirley's Bakery & Donut Shop has opened for business at 214 Allegheny St., Hollidaysburg, Pa., site of the former Shidler's Bakery.

The Interstate Bakeries Corp., Kansas City, has promoted William Walsh and Burton Holmes to sales managers in the western division. Mr.

Since 1928 Valuable BROLITE Ingredients ...for Bakers



Vita-Plus White Culture

Conditions dough for perfect fermentation. Extends tolerance of dough. Whitens crumb color.



Brosoft

A tenderizing agent with high powers of emulsification and dispersion. Contains Mono- and Di-Glycerides, Lecithin and associated Phosphatides (vegetable emulsifier).



Brolite

For better flavor in Cakes, Cookies, Sweet Yeast Doughs, Icings, etc. 5 types of different strengths and percentages of buttered culture.



Rye Sours

For outstanding rye bread volume, improved grain—simplified production. Seven types available.

O. B. Stabilizer

A convenient stabilizer and thickener for Meringue Toppings, Icings, Glazes, Butter Cream, etc.



White and Cocoa Fudge Bases

For Hi-Gloss, Flat type and Butter Cream icings of better flavor, easier handling. Economical.



Pie Dough Culture

Makes a drier dough with improved machining qualities. Produces a rich, flaky crust with improved color. Reduces tendency to soakage in crusts.



Other Brolite products include SUPERSHORT with the all-vegetable emulsifier.

Demonstrations by our trained bakery technicians available in your shop.

THE BROLITE COMPANY, Inc.

225 Fourth Ave.
New York City 3, N.Y.

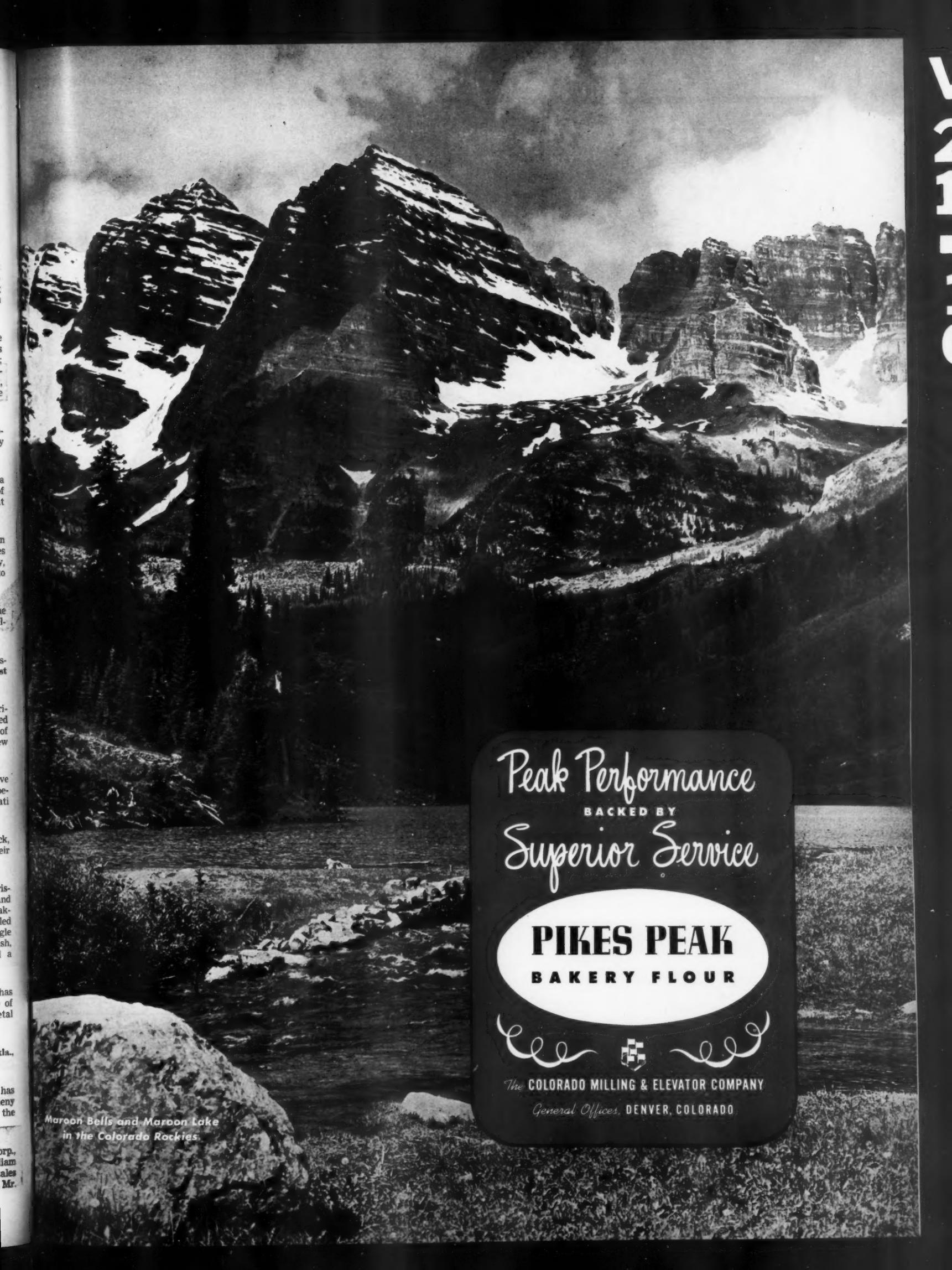
1911 S. Haskell Ave.
Dallas 16, Texas

Main Office: 2542 Elston Avenue, Chicago 47, Illinois

611 Minna St.
San Francisco 1, Calif.

518 First Ave., North
Seattle 9, Wash.

565 Greenwood Avenue, N.E.
Atlanta 6, Ga.



Peak Performance

BACKED BY

Superior Service

PIKES PEAK
BAKERY FLOUR



The COLORADO MILLING & ELEVATOR COMPANY

General Offices, DENVER, COLORADO

Maroon Bells and Maroon Lake
in the Colorado Rockies.

WESTERN STAR KANSAS STAR GOLDEN CREST



You're protected . . . by the Stars . . . when you bake these Star Flours. For better bread is your destiny . . . based on expert milling of the choicest wheats of this favored section of the hard winter wheat area.

The WESTERN STAR MILL CO.
SALINA, KANSAS

SPRING WHEAT FLOURS

**RED WING SPECIAL
BIXOTA
CREAM of WEST**
PRODUCE BREADS WITH TASTE APPEAL

THE RED WING MILLING CO.
RED WING, MINNESOTA

*Wheat Washed with Our Own Artesian Well Water.
Flour Tested and Baked in Our Own Laboratory.*



Walsh was formerly sales supervisor for the Log Cabin Bread Co., and Mr. Holmes was sales supervisor for the Weber Baking Co.

Peter Pulakos, operating a bakery in Erie, Pa., has opened a new downtown branch store.

Arnold L. Holmes has reopened his bakery at Waynesboro, Ga., which was closed for seven weeks. The sales space was enlarged and remodeled during that time.

The salesroom of Dent's Bakery, Aiken, S.C., was recently redecorated. J. H. Henley, Jr., is the manager.

"You'll Enjoy Our Fine Pastries and Pies" is the slogan under which the new shop, Danny's Bakery, Sarasota, Fla., is operating. The business is owned and operated by Daniel Garcia.

Jack Wilson and his son, Don, operators of Wilson's Bakery, Riviera Beach, Fla., closed the store for the summer while they were enrolled in the Wilton School of Cake Decorating, Chicago.

The Master's Bakers is a new plant opening at Bird and Red Roads, Miami. It is owned and operated by Ben Golden and Isadore Fogel who now operate Gainey's Cake Shop in Ft. Lauderdale.

Mrs. Natt's Bakery which operated a shop in the Country Store, a marketing center in Miami, closed the shop and is now confining all activities to the one main plant and wholesale distribution. New packaging machinery will be installed soon.

The B & B Bakery is a new plant operating at 5784 Bird Road, Coral Gables, Fla.

Work has been started on the big warehouse for Fuchs Baking Co., South Miami. Recently the company was informed by the Rodney Milling Co. that it had shipped the one million sack of flour to them.

The Town & Country Bakery, Excelsior, Minn., has been opened by Mr. and Mrs. M. E. Hosar.

Merchandise offerings and reduced prices on special items were part of the sixth anniversary observance staged by the Columbus Quality Bakery, Columbus Junction, Iowa.

These Oklahoma bakeries have added new delivery units to their fleets: W. G. Shipley Baking Co., McAlester; General Baking Co., Oklahoma City. The Weston Biscuit Co., Waco, Texas, has also added new vehicles.

A business name has been filed for the Sheridan Bakery, 3419 Sheridan Drive, Buffalo, by Joseph Kozlowski.

Bennison Bakeries, Inc., has opened its seventh store in the Chicago area. The latest outlet is at Glencoe, Ill. Mrs. Eleanor Bennison is president of the firm; Mrs. Stella Bennison, secretary, and the latter's two sons, J. J. and Alfred F. Bennison are vice president and treasurer, respectively.

Joe Hall, superintendent of the Capital Hill Baking Co., Oklahoma

The Choice of the Finest Hard Wheats
The only mill in this great terminal market, Universal consistently offers:
BETTER SPRING WHEAT AND DURUM FLOURS
DULUTH UNIVERSAL MILLING CO.
Duluth, Minnesota

The Standard Others Strive to Reach

WHITE SWAN FLOUR

SPRINGFIELD MILLING CORPORATION
580 GRAIN EXCHANGE AT 6339
MINNEAPOLIS • MINNESOTA
Mills at Springfield, Minn.

Fort Morgan Mills

Family and Bakery Flour
Milled only from the very choicest Colorado highland wheats
FORT MORGAN - COLORADO

For Quality, Economy and Reliability, Use
BROWN'S HUNGARIAN
America's Premier Cake Flour
BROWN'S HUNGARIAN CORPORATION
25 Broad Street
New York City

DAVID HARUM BAKERS FLOUR

From Nebraska's Choice Winter Wheat
LEXINGTON MILL & ELEV. CO.
LEXINGTON, NEBRASKA

Super Chief

High Protein Flour
GREEN'S MILLING CO.
Morris, Minn.

Lyon & Greenleaf Co., Inc.

MILLERS OF
High Grade Soft Winter Wheat Flour
Plain and Selfrising
LIGONIER, IND. NORFOLK, VA.

Miner - Hillard Milling Co.

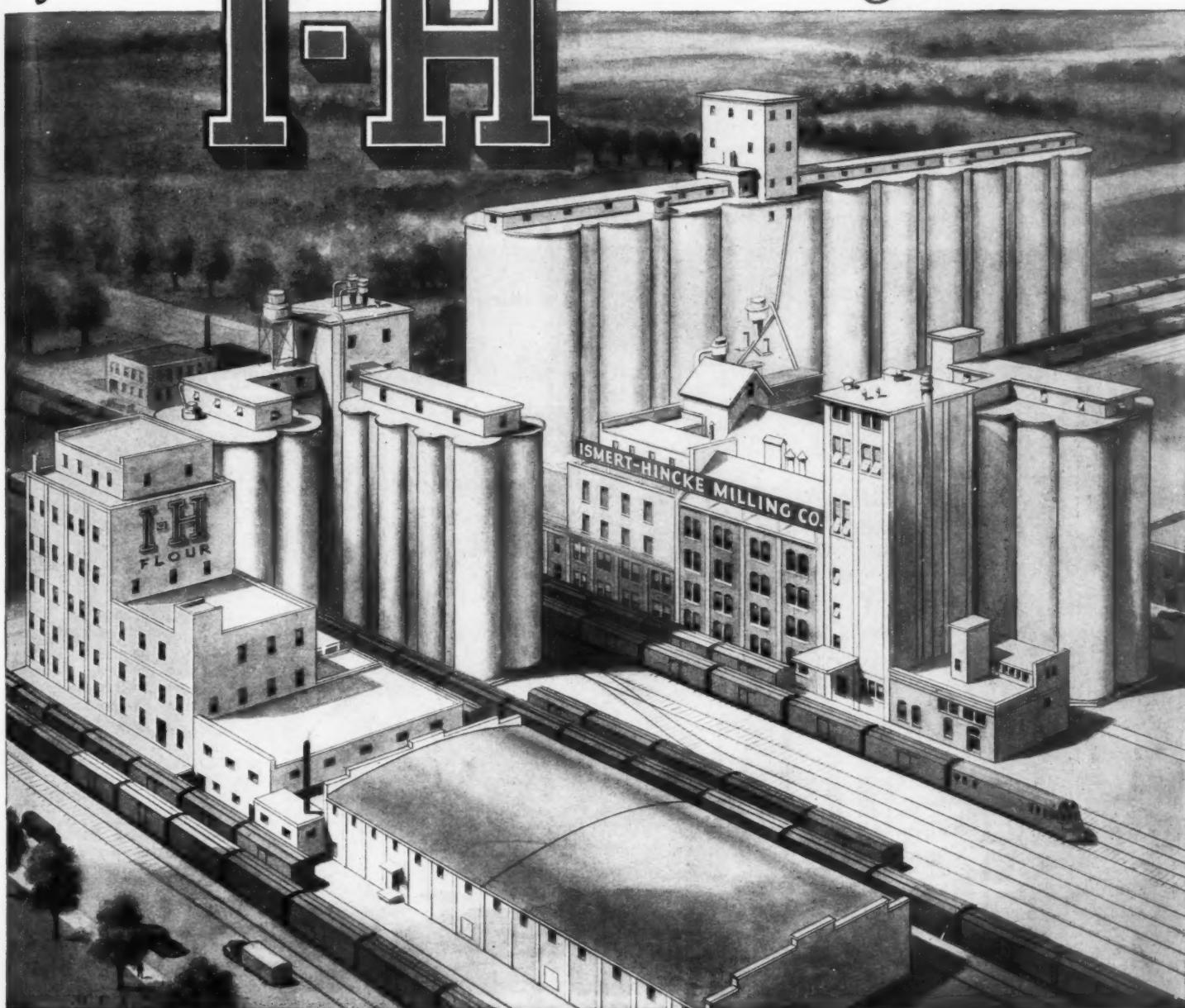
WILKES-BARRE, PA.
Manufacturers of
CORN FLOUR - CORN MEAL
CORN SPECIALTIES

"RUSSELL'S BEST"
"AMERICAN SPECIAL"

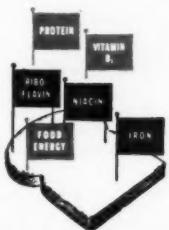
Our mill is located in the high protein wheat district of central western Kansas, and secures most of its wheat directly from growers.

RUSSELL MILLING CO., Russell, Kansas

If it's I-H milled - it's "good" flour!



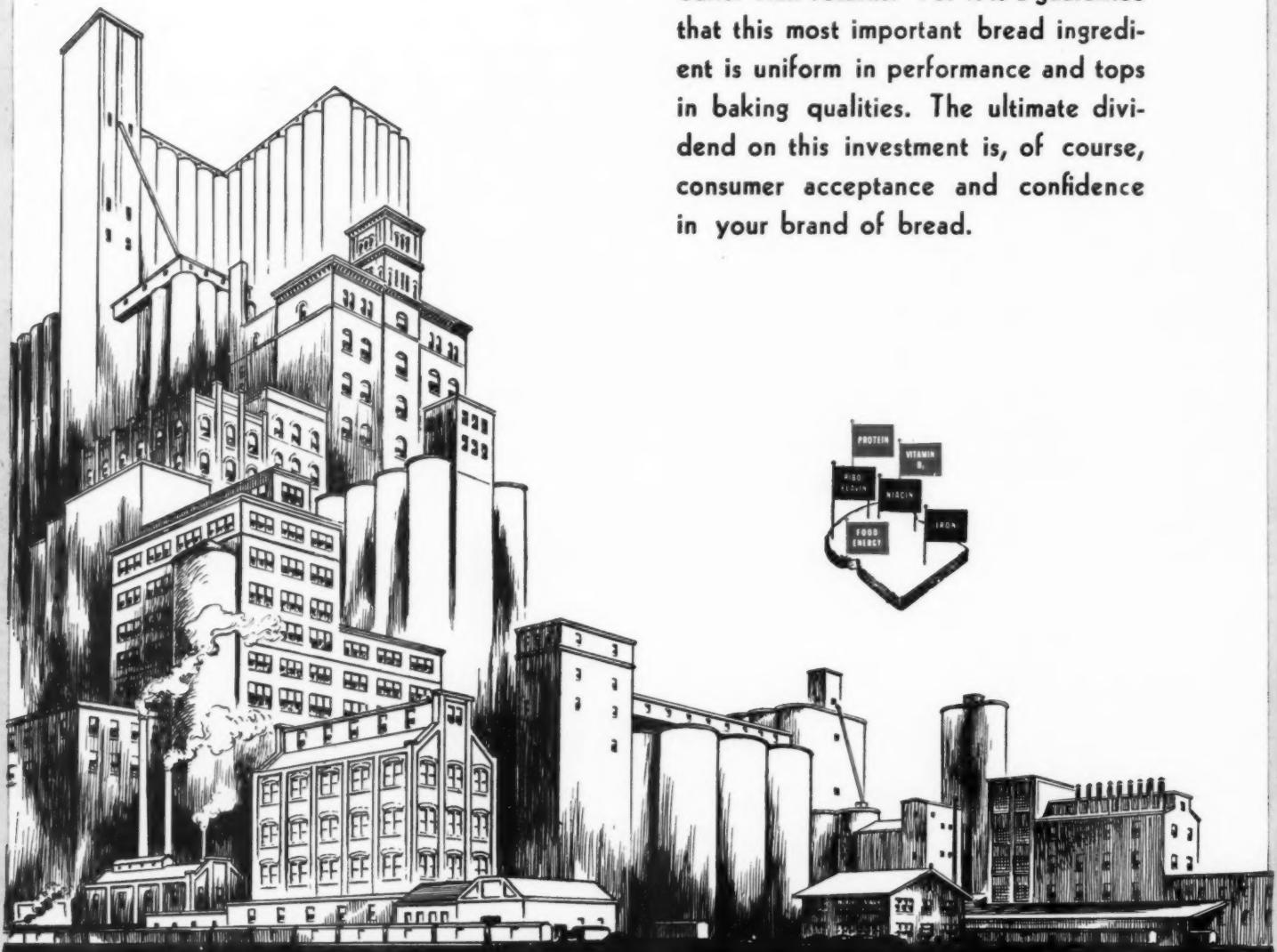
MILLS AT TOPEKA, KANSAS—8,000 Cwts. Daily Capacity • Mill and Terminal Grain Storage 1,500,000 Bus.



BREAD—Your Best and Cheapest Food

PROPER fermentation is a delicate job which makes good bread baking a difficult and risky operation. Why add to those risks by starting with anything but the very best in flour? I-H flours give the baker the kind of uniformity he can trust day after day . . . and the kind of bakery performance that means a top quality loaf.

THE ISMERT-HINCKE MILLING COMPANY
1570 W. 29th Street KANSAS CITY, MO. L.D. 243 L.D. 27



Buying flour for your bakery is much like making an investment . . . and in the true sense it is an investment in the quality of your loaf and its reputation among consumers. Such an investment in RODNEY flours is sure to bring the baker rich returns. For it is a guarantee that this most important bread ingredient is uniform in performance and tops in baking qualities. The ultimate dividend on this investment is, of course, consumer acceptance and confidence in your brand of bread.

Mills at Kansas City, McPherson, Lindsborg and Russell, Kansas of the
RODNEY MILLING COMPANY
KANSAS CITY, U. S. A.

22,000 CWTS. DAILY CAPACITY • 5,750,000 BUSHELS STORAGE

City, has resigned, to take a similar position with a bakery in Liberal, Kansas. Jim Thompson is the new Capital superintendent.

Hagen Grocery & Bakery, Atchison, Kansas, has been sold to William and Pierre Arensberg, by Clarence Hagen. The store will be completely remodeled.

A fire in the plant of Sap's Wholesale Bakery, Columbus, Ind., burned out the interior, causing a loss of approximately \$100,000. It was the second fire in the bakery in three months. Damage in a fire in June was estimated at \$75,000.

A 24-pan capacity reel oven has been installed by the Golden Krust bakery, Alva, Okla.

Von Hall's Bakery, Beardstown, Ill., has been sold and will be known in the future as the Knecht Bakery. The bakery has been remodeled and redecorated and a new gas oven installed.

Ready to Bake Foods, Inc., has secured a lease on a one-story building in St. Louis for its future operation.

The Ungles Baking Co., Des Moines, plans to erect an addition to its plant.

Roe Enterprises, Inc., Kansas City, headed by Harry Roe, has leased 16,000 sq. ft. at 15 West Twelfth St. in that city for the operation of a retail pastry shop and cafeteria.

New trucks have been purchased by Ted's Bakery, Enid, Okla.; Turner Baking Co., Durant, Okla., and Mead's Bakery, Inc., Lawton, Okla.

Mr. and Mrs. R. A. MacDougall are the new owners of the City Bakery, Henning, Minn.

Holsum Bakers, Inc., Tampa, has announced two central Florida promotions. Peter Blanco, former area manager at Orlando, has been named district manager of the central Florida area. Sergio Camero, will be his assistant, who will also be division supervisor for central Florida.

The Gerhart Bakery, Jonestown, Pa., has been sold by William H. and Helen Gerhart and Paul A. and Emma S. Gerhart to William D. and Frieda Gerhart, also of Jonestown.

Polly Ann Pastry Kitchens, Grand Rapids, Mich., has opened its sixth store here. Cost of remodeling and the new equipment will be \$10,000, according to Menno Ditmar, owner.

Three armed men held three employees at bay at the Table Talk Pastry Co., Inc., Brighton, Mass., and robbed the office safe of over \$8,000.

The Tyler Baking Co., Tyler, Texas, has suspended operations after 33 years. Bennie Roost was owner and operator of the firm, which had been founded by his father, Sam Roost. Mr. Roost is suspending operations for reasons of health.

Bernard Natowitz, operator of the Ideal Bakery, Potsdam, N.Y., has sold the business to Clifford Morey

who has been associated with bakeries in Syracuse, for many years. Mr. Natowitz is retiring.

Lyle Erickson is the new owner of the Hi-Quality Bakery, Cannon Falls, Minn.

Tom's Home Bakery, owned and operated by Tom and Norma Bundy, is a new bakery which has opened in Hamilton, Mont.

The Sun Bakery Co. has been organized at Cedar Rapids, Iowa. William M. Valentine is the president;

B. J. Willis, vice president, and Barbara M. Valentine, secretary-treasurer.

Lang's Bakery, Morris, Minn., staged its grand opening under the ownership of Robert Norman.

Schmidt's Bakery, formerly the City Bakery, St. James, Minn., has moved into its new quarters.

Wilbur Lawrence has resigned his position as head baker at the North Dakota State Hospital, Jamestown, N.D. Mr. and Mrs. Lawrence have

taken over operation of the Grand Marais (Minn.) Bakery. The Lawrences have added new equipment, including a 120 qt. cake mixer.

Lester Newman, operator of the Home Town Bakery, Wewoka, Okla., has closed the bakery.

A garage building at 209 Elk St., Albany, N.Y., has been purchased by the Charles Freihofer Baking Co., Inc., for a price said to be \$40,000. The bakery has its pastry department next door to the structure. Freihofer said it intended to use



LOST IN A SEA OF CLAIMS?

HERE ARE FACTS ABOUT SUGAR AND DEXTROSE!

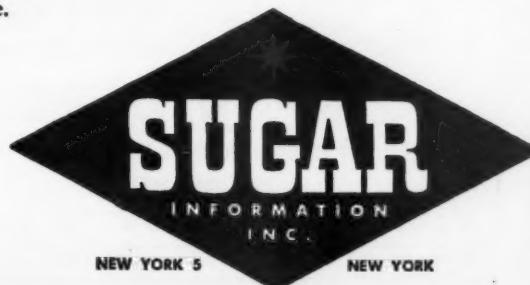
Sugar pays a bonus! Unlike ordinary commercial dextrose, which contains about 9 per cent water, sugar* is 99.9+% pure sucrose. When you buy a 100-pound bag you get 100 pounds of sugar solids. Furthermore, as a result of inversion, you get another 5.26 additional pounds of sugar solids—a bonus to you!

Sugar provides superior sweetness. Independent laboratory tests show that bread made with 6% sugar is superior in sweetness to bread made with 8% dextrose. At 5% it is equal in sweetness to bread made with 8% dextrose. At any level of sweetness in your bread, sugar is the more economical.

Sugar contributes these "extras": Pound for pound, sugar is superior to dextrose in the following bread-making functions:

- More gas production. Greater fermentation tolerance.
- Reduced baking time.
- Superior softness.
- Richer crust color.
- Improved yield.
- Better flavor.

*Sucrose: Cane and beet sugar.





high altitude spring wheat—plus four generations of milling experience—plus a modern mill—result in TRISCO flour—for bakers who want a mellow-type flour of superior quality.

TRI-STATE MILLING CO. Rapid City, S. Dak.

Percy Kent Says:

"The best and only way for the family flour package to compete successfully with the colorful mixes . . . P/K PICTURE SALES CARDS.

Watch for our ad."

R. K. Peek, President

PERCY KENT BAG CO., INC. 

MASTERPIECE - SWEET CREAM - VERY BEST



**There's a WORLD of
QUALITY in . . .
JENNISON Flours**

W. J. JENNISON Co.

Office: 576 GRAIN EXCHANGE, MINNEAPOLIS 15, MINN.

MAIN 8637

MILLS AT APPLETON, MINNESOTA
CHOICE OF MINNESOTA - BELMONT - STAMINA

ENCORE

H

the former garage building for storage for the time being.

Stop & Shop, Inc., Boston, will take over the three bakeries and eight stores of Brockelman Brothers, Inc.

The Cleveland Drive Bake Shoppe has been established at 287 Cleveland Drive, Buffalo, N.Y., by Richard Smolinski.

Mrs. Matie Miller, an employee of the Altstadt & Langlas Baking Co., Waterloo, Iowa, for 32 years was honored at several parties following her retirement.

Charles Stone, who with his father has been operating Stone's Ideal Bakery in Athens, Ga., has been appointed to the staff of the Florida State University School of Baking, Tallahassee. He is a graduate of the University of Georgia, of the American Institute of Baking and the Dunwoody School of Baking.

H. F. Forshee, Birmingham, Ala., sold his two bakeries to J. H. Underwood, St. Petersburg, Fla. In return Mr. Underwood sold his St. Petersburg bakery to Forshee.

Eddie Bopp, owner of the Home Bakery, Albertville, Fla., is planning extensive improvements, including new equipment.

The Dixie Cream Donut Bakery has been moved from Cocoa to Melbourne, Fla., by the owners and operators, Mr. and Mrs. Joe Beaston.

Mr. and Mrs. Hans Siepen have sold their bakery in Bradenton Beach, Fla., to Mr. and Mrs. M. Pollard.

The Dandy Bakery, Jacksonville, Fla., has been sold by Mrs. Elizabeth Sapp to C. W. Fessler.

Newton Gay has moved his Russel's Bakery from Florida Ave. to 2525 Main St. in Jacksonville, Fla. This is where the Quality Bakery is located and the two plants will be combined under one ownership.

C. O. Stambaugh, former manager of the Jacksonville, Fla., plant of American Bakeries Co., has been named sales manager for the state of Florida. His successor at the Jacksonville plant is M. C. Langford, who has been manager of the Orlando plant.

PINEAPPLE-DOUGHNUT TIE-IN READY

Pineapple juice with doughnuts will be the theme of Pineapple Growers Assn. advertising campaign during National Donut Month. Full-color pages will appear in the October and November issues of leading magazines and Sunday newspaper supplements. In addition, big space advertisements will appear in national and regional grocery and bakery publications spotlighting snack items—doughnuts, crackers, cookies and canned pineapple juice.

PENNSYLVANIA BAKERS HEAR TALK ON CAKES

PITTSBURGH—The Retail Master Bakers Association of Western Pennsylvania met at Millvale recently with William Rabold, Rabold Bakery, as chairman.

The speaker, Earl Hehman, recently made branch manager of Anheuser-Busch, Inc., Pittsburgh, discussed "New Ideas in Coffee Cakes and Rolls" and a variety of both, baked by St. Louis bakers, were flown to the meeting. Dan Langdon, Jr., district manager, Anheuser-Busch, Inc., gave the audience recipes for icings and doughs as used in the cakes and rolls exhibited.

Less dough and more fillings and toppings are being used in coffee cakes by up-to-the-minute bakeries. Heavenly Hash Cake and pull apart coffee cakes are very popular and profitable bakery sales items, the group was told.

The exhibits were baked in foil pans of many sizes and Hr. Hehman cited the trend toward foil pans to reduce overhead by eliminating pan washing. Cellophane wrapped baked goods used in self service supermarket baked goods departments also made an attractive display.

Bakers were cautioned by the speaker to buy large deep freeze boxes as a first purchase because when the first deep freeze was purchased a second purchase would soon be needed. "So why not save money and cover a sure need later with a large box as a first purchase? Deep freeze baking does not produce better quality baked goods but it does cut costs, because of the five day week and it fits into the changed buying habits of today," Mr. Hehman stated.

A resume of the three month auto trip over Europe taken the past summer by Joseph Aumer, Aumer Bakery, and his family, was given following the evening dinner by Mr. Aumer. He is president of the organization.

All Grades

RYE FLOUR

1000 cwts. Flour—250 cwts. Meal

GLOBE MILLING COMPANY
WATERTOWN, WISCONSIN

Exceptional Bakery Flours
NO-RISK EX-HI NO-RISK PLA-SAFE

THE ABILENE FLOUR MILLS CO.

ABILENE, KANSAS

Capacity 3,000 Cwts. Daily

Grain Storage 1,800,000 Bus.

flours

Individually milled

for

superior performance!

B.A. Eckhart
Milling Company
1300 CARROLL AVE. - CHICAGO 7, ILL.
© 1953 ECKHART MILLING COMPANY, CHICAGO, ILL.

Western Bakers Conduct Institute

SAN FRANCISCO — Bakery and business leaders were on hand Oct. 5-6 to address wholesalers and retailers of the western baking industry who gathered for the 1953 Bakers Institute held at the Sir Francis Drake Hotel, San Francisco.

Other features were a selective display of baked goods, two special luncheons and a dinner dance.

Theme of the institute, second such industry meeting sponsored by the Allied Trades of the Baking Industry of Northern California, was "Partners in Success." Emphasis throughout the program was placed on how bakers and the allied trades, working together, can bring about a more prosperous industry and benefits to individual members.

Varied Topics

Subjects dealing with management, merchandising and production were discussed by speakers including Earl O. Schnetz, Old Home Bakers, Sacramento; Earl B. Cox, Helms Bakeries, Los Angeles; William Ziemke, Fairfax Bread Co., San Francisco; Glen A. Day, Fred Meyer, Inc., Portland, Ore.; Steven Laine, Laine's Scandia Bakery, Oakland; Edward F. Hutz, Polly Ann Bakery, Turlock, and Julius Phillip, Jr., Phillip's Bakery, Sacramento.

Two panel sessions on the subject of bread formulation and production had as participants Arthur K. Jordan, Jordan Baking Co., Tacoma; William O. Wilson, Continental Baking Co., Sacramento; Clarence Carter, Remer Baking Co., Oakland; Kenneth Ford, Langendorf United Bakeries, Inc., San Francisco; Donald N. Fisher, Fisher Baking Co., Salt Lake City; Edward C. Friedrichs, Cottage Baking Co., Hayward, and Carol P. Herr, Oroweat Baking Co., San Francisco.

Others who appeared on the program included Frank Cox of the Kawneer Co., Philip S. Boone of Elliott, Goetz & Boone Advertising

Agency; M. G. Rhodes, Standard Brands, Inc.; William C. Kuehne, Merrill Lynch, Pierce, Fenner & Beane; Charles Simmons, Simmons Institute of Human Relations.

Luncheon speakers included Edmund G. Brown, Attorney General of California, and J. Eugene McAtee, member of the San Francisco Board of Supervisors. San Francisco's mayor, Elmer E. Robinson, welcomed the group.

Display

A special baked goods display, featuring 20 items, was a highlight. The items were drawn from regu-

lar production lines of bakeries throughout the northern California area, and formulas, cost and pricing data were given for each item.

The meeting closed with a dinner dance and entertainment at the banquet room of the Richelieu Hotel, San Francisco.

General chairman was George B. MacMahon, Spreckels Sugar Co., president of the Allied Trades of the Baking Industry of Northern California. Assisting, in addition to Lawrence Tomsky, program chairman, were Richard Mourer, Swift & Co., chairman of the baked goods exhibit; Ted Bryant, Pillsbury Mills,

Inc., chairman of registration; Virgil Smith, Wesson Oil & Snowdrift Sales Co., chairman of arrangements; H. E. Hale, General Mills, Inc., chairman for publicity, and Clarence Harris, Joe Lowe Corp., finance chairman.

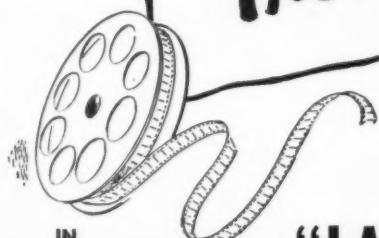
Session chairmen included Emil Stiefvater, Stiefvater's; Frank Donovan, Coast-Dakota Flour Co.; E. L. Creety, The Brolite Co.; A. M. Hillner, the Panplus Co., and Santo E. Porco, S. P. Bakery, Portland, Ore., guest chairman. Luncheon chairmen were Stanley Green, Lyons-Magnus, Inc., and Clarence Harris, Joe Lowe Corp.



Scenes from the new Bakers' Version of "Land of Everyday Miracles"



NOW YOURS TO USE TO
Promote Your Products!



IN
TECHNICOLOR

The new high-impact
16mm bakers' version of
"LAND OF EVERYDAY MIRACLES"

The film that makes you glad you are an American... proud you are a Baker



A. M. Willson

SALES POST—A. M. Willson has been named southeastern sales representative of the American Machine & Foundry Co.'s bakery division. The appointment was announced by Morehead Patterson, AMF board chairman and president.



INTERSTATE SANITATION COURSE RUN BY AIB

LOS ANGELES—R. L. Nafziger, president of Interstate Bakeries Corp., has announced that the western division of Interstate, during the second week of September, held its first series of sanitation classes under the supervision of the American Institute of Baking. Interstate is the first baking company in the U. S. to initiate such a course exclusively for its own key employees, in conjunction with the AIB, Mr. Nafziger said.

The four-day course in plant sani-

tation was conducted at the Roosevelt Hotel in Hollywood and was attended by plant managers, engineers, and shop supervisors of all the Interstate plants in Southern California.

The first meeting was formally opened by Dale Weber, Sr., president of the Weber Baking Co., who turned the chair over to Morris Cohen, vice president of Interstate Bakeries. Mr. Cohen introduced the principal speaker of the meeting, Louis A. King, Jr., of the Chicago office of the American Institute of Baking, who conducted most of the classes during the 4-day period. At the opening session, Mr. King revealed newly per-

fected methods that achieve an unprecedented degree of sanitation in baking processes while maintaining high levels of plant efficiency.

BREAD IS THE STAFF OF LIFE

JOINS SEYMORE PACKING

TOPEKA—Dr. A. C. Keith, director of the research and quality control laboratories of the Seymour Packing Co., Topeka, has announced the appointment of James M. Gorman to his staff. For the past three years Mr. Gorman was director of the National Egg Products Assn. research laboratory in Chicago.

American Begins New Carolina Plant

ANDERSON, S. C.—The American Bakeries Co. has awarded a contract to the Daniel Construction Co. of Greenville, S. C., and Birmingham, Ala., for the erection of an entirely new bakery here. The building is being erected for the baking of bread, cakes and such specialties as fruit cake.

The structure provides straight line production. Equipment consists of one 90-foot tunnel type bread oven and bread cooling equipment, full bread make-up department and fermentation room, plus a cake shop, set up for maximum versatility in the preparation of a wide variety of specialized cakes.

Encompassing more than 80,000 sq. ft. on one floor, the building has two full stories in the front to provide space for offices, locker rooms and workers' lounge. A 110-foot clear span truss over the main area affords complete versatility for any future changes that may be desired.

BREAD IS THE STAFF OF LIFE

FLORIDA STATE BAKING SCHOOL ADDS TO FACULTY

TALLAHASSEE, FLA.—The appointment of Charles D. Stone, Athens, Ga., to the staff of the Department of Baking Science and Management, Florida State University, has been announced.

Mr. Stone has been in the baking business with his father in Athens. He received his degree of bachelor of science in chemistry from the University of Georgia in 1949, after an interruption of two years with the Army in World War II. Following his army service in baking and his graduation from the University of Georgia, he attended both bread and cake courses at William Hood Dunwoody Industrial Institute, Minneapolis, Minn., and completed the regular baking courses at American Institute of Baking, Chicago, in 1950.

For several years Mr. Stone has



Produced for Standard Brands in Hollywood, this inspiring and customer-convincing 26-minute Technicolor motion picture directly benefits you, your products and your industry by—

- Emphasizing the quality of all types of baked products you make and sell.
- Stressing the increased use of tempting sandwiches with and between meals.
- Making the whole industry more attractive in the eyes of prospective employees.
- Paying tribute to all bakers for their magnificent job in supplying America with nutritious and delicious baked goods.
- Paying tribute to the American Institute of Baking as one of America's foremost research centers.
- Paying tribute to the work of bakery associations.

Tested audience appeal. This patriotic, entertaining and educational motion picture has already proved its

high audience appeal in the record-breaking theatrical version, shown coast to coast. Now you can use the special 16mm bakers' version to reach large customer groups right in your community. Motion pictures are one of the most effective educational and selling techniques you can use.

Show it to schools, colleges, churches, clubs and other customer groups in your area. It dramatically points out the vital role your bakery products play in the American way of life.—Already endorsed by leading educators and other prominent persons.

Prints available now from your Fleischmann Man—who also has full details on how you can gain valuable good will and publicity in your community from sponsoring "Land of Everyday Miracles"—the film that turns audiences into enthusiastic customers! ASK YOUR FLEISCHMANN MAN TODAY.

FLEISCHMANN'S

Fine Products for Bakers

ANOTHER
FLEISCHMANN
SERVICE



Charles D. Stone

served as secretary-treasurer of the Georgia Retail Bakers Assn., with headquarters in Athens.

Mr. Stone will superintend baking operations and devote a portion of his time to the instruction of students in practical baking operations, according to Dr. L. A. Rumsey, head of the school.

Be Proud of Your Job,
as We Are of Ours, for
**"Bread is the
Staff of Life"**



GIBRALTAR
Flour

KANSAS BEST
Flour

The Consolidated Flour Mills Co.
"In the Heart of Kansas"
Wichita, Kansas



BAKING INDUSTRY news and developments in all phases of operation and management for better bakery success

BECOME A REGULAR READER

Use This Coupon To Subscribe Today

The American Baker

Circulation Dept., 118 S. 6th St., Minneapolis 2, Minn.

Please enter my AMERICAN BAKER subscription for

- One year \$2 Two years \$3
 Bill me Bill my firm I am sending payment

Name _____

Address _____

City _____

Zone _____ State _____

Kindly Check
Type of
Business

- BAKERIES & BAKERY OWNERS EXECUTIVE, MGR. SUPERINTENDENT
 Wholesale Retail PRODUCTION OTHER

**Dugan Brothers
Bakeries Notes
75th Anniversary**

NEWARK—The pushcart used by David H. Dugan in Brooklyn 75 years ago to dispense his wares—as if a magic seed—has grown into a fleet of 1,500 motor trucks now used in the sales of Dugan Brothers Bakeries products.

Although the late David H. Dugan used his pushcart as sales headquarters for vegetables, it was the fore-runner of a bakery which was to come in later years. A brother, Edward J. Dugan, joined David a year later, and it wasn't long before the two had opened two stores, and later a supermarket in the New York-New Jersey metropolitan area.

Ironically, it took a disastrous fire which wiped out the supermarket in 1910 to see the beginnings of what is one of the nation's largest independent bakeries.

The brothers took their cue from a single sign which survived the fire. It read "home baking." Actually the supermarket had been selling home baked bread made by the Dugan brothers' sister, Matilda, who also handled the store's bookkeeping. It was decided by the trio to enter the baking business full time and out of the smouldering ruins of the store rose the new Dugan's—a two-story bakery.

Bread came out of the ovens at the rate of 75 loaves a day at first but within months it had gone to 1,400 loaves, still a far cry from the 5,000 loaves an hour presently being baked. At one time 700 horses were used to distribute Dugan baked goods in New York.

As the suburbs grew and trucks replaced horses, Dugan's acquired a fleet of trucks said to be largest in operation by any independent retail bakery in the U.S.

Distribution now has grown to include Pennsylvania and Connecticut, as well as New York and New Jersey.

For three years (1932-35) Dugan's operated as two separate companies but the two firms joined hands again—separate companies still but under joint management and control. Before his death in 1940 David was president of both firms and Edward vice president and treasurer. The latter died in 1942.

Today David H. Dugan, Jr., is president of the two firms; Robert P. Dugan, another son of the late David H., is vice president and secretary, and George K. Batt, a son-in-law, is vice president and treasurer.

Other key personnel are: Henry Ruehl, assistant production manager; Theodore Reiff, New Jersey sales manager; Bert Nosworthy, New York sales manager; Claus Langhauser, bread production superintendent; William Alberts, controller; Lucille Specht, general office manager; Alice Weiler, New York office manager, and Harold Pretlove, assistant secretary. Supervisors at the Queens Bakery are Gus Silberman, Henry Dankenbring, Robert Todd, George Lever, George Bowdery and Joseph Geller; at Newark, George Pettitt, Adolph Schiefer, Robert Brownlie, Henry Grob and John Schlauch. Production plants are located in Queens and Newark, the latter bakery covering three city blocks.

*Yours . . . for pleasure
and friendly hospitality*

THE AIR CONDITIONED
ROYAL PALM

- new crystal-clear pool
- air conditioned rooms
- solarium free parking
- radio in every room
- coffee shop & dining room
- entertainment & dancing nightly
- WRITE FOR BROCHURE & RATES
- directly on the ocean
- collins ave. off lincoln rd.
- MIAMI BEACH
- JOSEPH M. ROSE
Managing Dir.

Soft Winter Wheat Flours

**Family - Commercial
Export**

Long Distance Telephone 32
Cable address—"Jasco"

J. Allen Smith & Co., Inc.
KNOXVILLE 6, TENNESSEE

STAR OF THE WEST

: : : One of the Best : : :
MILLING COMPANY
NIGHTINGALE and STAR Patent Flour
Phone 2131 Frankenmuth, Mich.

A SUCCESSFUL DONUT
BUSINESS CALLS FOR THE
FINEST EQUIPMENT and MIX
DOUGHNUT CORP. OF AMERICA
393 Seventh Avenue New York 1, N. Y.

WHITE WHEAT

Low Protein Cake
and Cookie Flours

AMENDT MILLING CO.
Monroe, Mich.

Michigan Soft Wheat Flour

Plain and Self-Rising

King Milling Company
LOWELL, MICHIGAN

Wisconsin Rye Flour

We Specialize in Dark Varieties

FRANK JAEGER MILLING CO.
DANVILLE P. O. Astico WISCONSIN

CODING AND MARKING

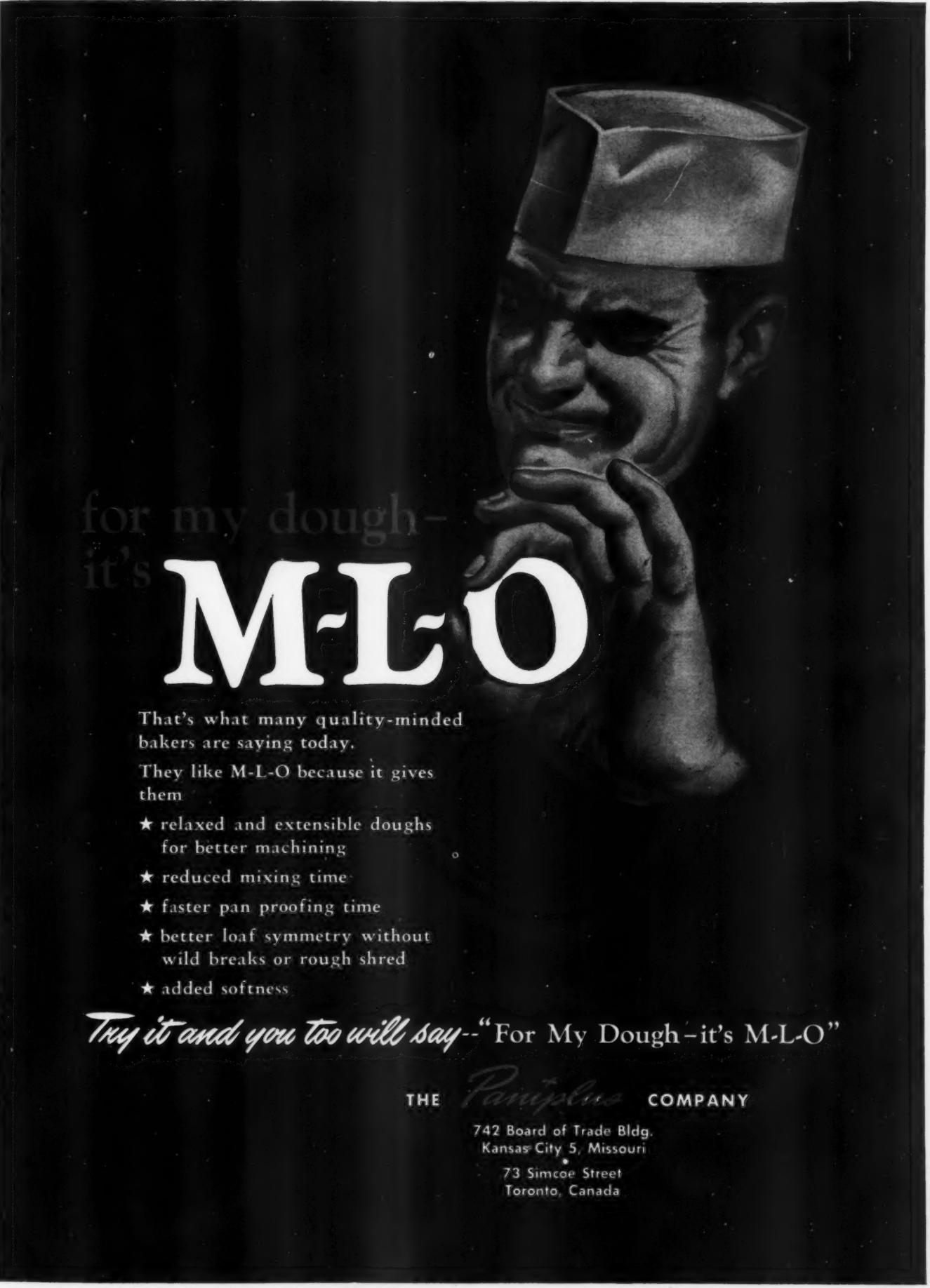
"Code dating and marking machines for the flour milling and baking industries. Coding bread wrappers, cellophane and packages, etc., our specialty.
Write for information on a specific problem."

KIWI CODERS CORPORATION
3804 N. Clark St. Chicago 13, Illinois

"ROCK RIVER" "BLODGETT'S" RYE "OLD TIMES" BUCKWHEAT

All Grades—From Darkest Dark to the Whitest White
—Specially Milled by the Blodgett Family—Since 1848

FRANK H. BLODGETT, Inc., Janesville, Wisconsin



for my dough-
it's **M-L-O**

That's what many quality-minded bakers are saying today.

They like M-L-O because it gives them

- ★ relaxed and extensible doughs for better machining
- ★ reduced mixing time
- ★ faster pan proofing time
- ★ better loaf symmetry without wild breaks or rough shred
- ★ added softness

Try it and you too will say--"For My Dough-it's M-L-O"

THE *Paniplex* COMPANY

742 Board of Trade Bldg.
Kansas City 5, Missouri

73 Simcoe Street
Toronto, Canada

DO YOU KNOW . . . ?



Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, marking each statement TRUE or FALSE, turn to page 48 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. One hundred pounds of good wheat will produce approximately 72 lb. of white flour.
2. Five ounces of cream of tartar and 2½ oz. of soda bicarbonate in a cake formula may be replaced by 7½ oz. of baking powder to produce about the same leavening action.

3. The government standard for minimum butterfat content in liquid milk is 3.5%.

4. Bread cooled in a draft or cold wind will often have a cracked crust.

5. The primary reason corn syrup is used in chocolate icing is to keep the icing soft.

6. The salt content in cakes and cookies should be based on the weight of the dough.

7. Margarines used for making puff paste usually have a melting point of 104-106° F.

8. The flavor of canned peaches used for pie filling can be improved

by the addition of a little citric acid.

9. A dozen doughnuts weighing 16 oz. will have absorbed about 3 oz. of fat during frying.

10. Bread flour should not be used in making sponge cakes as the resulting cakes will be tougher than when the proper type of flour is used.

11. Frozen eggs are not recommended for making custard pie filling.

12. Allspice is a combination of various spices, ground and mixed together.

13. A 3 bbl. straight dough requires a 12 ft. standard trough for proper fermentation.

14. It is not advisable to use sulphur to fumigate the bakeshop.

15. Rye flour has less absorption than wheat flour.

16. Generally, 2½ to 3 lb. sugar is used per quart of egg whites in making meringue of pie topping.

17. Cream of tartar is a necessary ingredient in making puff paste.

18. For fruit pie fillings a 20-mesh tapioca is usually recommended instead of a 40-mesh.

19. Hollow bottoms on almond macaroons are usually caused by the mix being too slack.

20. Glycerine is sometimes used in icings in order to produce a firmer body.

BREAD IS THE STAFF OF LIFE

TRI-STATE BAKERS MAKE SHIFT IN MEETING DATES

NEW ORLEANS—The Tri-State Bakers Assn. convention dates have been changed to Feb. 3-5, it has been announced by Andreas Reising, president. Sessions will be held at the Jung Hotel, New Orleans.

J. Roy Smith, Mobile, Ala., has again been named program chairman.

The decision to advance the convention dates from April 25-27, to early February, was made by officers at a recent meeting, thus enabling visitors to enjoy the many winter activities of the city before and after the assembly. It will also permit bakers and allied men, from many sections, to attend a New Orleans convention when there are no other conflicting dates.

BREAD IS THE STAFF OF LIFE

INDIANAPOLIS TO HAVE ANOTHER OMAR BRANCH

INDIANAPOLIS—The contract for building a new Omar Bakeries' distribution branch building in east Indianapolis has been awarded, Carl H. Littman, Omar's Indianapolis district manager, has announced.

The building will be single story, masonry construction with 110 ft. frontage and 188 ft. depth. It will contain facilities for serving about 50 of Omar's bakery-to-home retail routes.

The east Indianapolis branch building is the 32nd standard branch building erected by Omar in its six-state midwestern area. It is the second building in Indianapolis, the ninth new Omar branch building in the state of Indiana.

Other new Omar branch buildings constructed in a postwar building program begun in 1948, are located in Ohio, Wisconsin, Illinois, Iowa and Nebraska. These new branches are all of the same general design. The only variation is in length, which depends on the truck storage requirements of the Omar branch. They are designed for a life of 50 years.

Manager of Omar's east Indianapolis branch is Mr. William McConkey, Jr.



FLOUR FOR PERFECT BAKING



ANOTHER GREAT FLOUR

THE extra values of HUNTER flours are appreciated more than ever these days when bread production costs are on the upswing. The fine loaf of bread that HUNTER flours produce is fully matched by the production economies of good yields and smooth baking performance.

THE HUNTER MILLING CO.
WELLINGTON, KANSAS

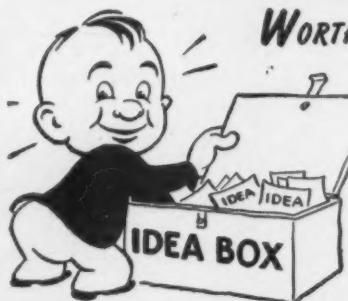


ONLY THE HUNTER MILLS BETWEEN THE WHEAT FIELD AND YOUR BAKERY

*The new standard
of fermentation...*



RED STAR YEAST & PRODUCTS COMPANY, MILWAUKEE



WORTH LOOKING INTO . . .

NEW PRODUCTS

•

NEW SERVICES

•

NEW LITERATURE

A reader service feature announcing the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Further information on any of the items discussed in this department may be obtained by writing the Reader Service Department of:

The American Baker
118 So. 6th St. Minneapolis, Minn.

No. 3439—Cellophane

Pie-Pak Co., Inc., announces that printed cellophane tops are available for both two-crust and soft-top Pie-Pak containers in quantity orders. This innovation permits the baker to designate the fruit or kind of pie and to repeat his brand name, which also appears on the Pie-Pak band. More information may be obtained by checking No. 3439 on the coupon and mailing it.

No. 3440—Marker

Kiwi Coders Corp. has developed a new marking machine which has built-in type, changing the code or price being accomplished by turning small wheels. This machine can be used for both code dating and price marking, according to the manufacturer. Pricing and coding may be done at the same time. Either may be used directly on the roll. It is useful for marking waxed bands for cel-

lophane wrapped bread and marking on the end of the loaf. Further information is obtainable by marking No. 3440 on the coupon, clipping and mailing it.

No. 3441—Polyethylene Bags

Divided polyethylene bags are now available in a wide variety of sizes and shapes from Plastic Packaging Co. These new divided bags permit introducing new or tying-in slow-moving products with established lines . . . promote joint sales of kindred lines. Various bakery foods such as cookie varieties can now be marketed together. Made of pure polyethylene, these divided bags incorporate a warranted "built-in seal" for maximum strength. Said to be water and air tight, they are free from all types of additives such as plasticizers and stabilizers, and will not deteriorate or lose flexibility and strength with age.

Send me information on the items marked:

- | | |
|--|---|
| <input type="checkbox"/> No. 2706—Display Mechanism | <input type="checkbox"/> No. 3436—Stand-by Unit |
| <input type="checkbox"/> No. 3430—Sales Promotions | <input type="checkbox"/> No. 3437—Pallet |
| <input type="checkbox"/> No. 3431—Book on Selling | <input type="checkbox"/> No. 3438—Marking Machine |
| <input type="checkbox"/> No. 3432—Paint | <input type="checkbox"/> No. 3439—Cellophane |
| <input type="checkbox"/> No. 3433—Refrigerators | <input type="checkbox"/> No. 3440—Marker |
| <input type="checkbox"/> No. 3434—Baking Method | <input type="checkbox"/> No. 3441—Bags |
| <input type="checkbox"/> No. 3435—Coumarin Substitutes | |

NAME.....

COMPANY.....

ADDRESS.....

CLIP OUT — FOLD OVER ON THIS LINE — FASTEN (STAPLE, TAPE, GLUE) — MAIL —

FIRST CLASS
PERMIT No. 2
(Sec. 34.9,
P. L. & R.)
MINNEAPOLIS,
MINN.

BUSINESS REPLY ENVELOPE

No postage stamp necessary if mailed in the United States

POSTAGE WILL BE PAID BY—

The American Baker

118 South Sixth Street

Reader Service Dept.

Minneapolis 2, Minn.

Chemically inert, these versatile packages are unaffected by temperatures from 75° to 185° F. . . . are odorless, tasteless and non-toxic . . . will not crack, split or run . . . will not adhere to the products packaged or to varnished or lacquered surfaces. For full information check No. 3441 on the coupon, clip it and drop it in the mail.

No. 3430—Sales Promotions

More than 100 leading show business personalities are now available for engagements to spark sales promotions, it has been announced by two firms cooperating in this new venture. The firms are Cappel, MacDonald & Co. and the William Morris Agency, Inc., talent agency for stars such as Danny Kaye, Rita Hayworth, Milton Berle, etc. Offered are closed circuit TV shows, personal appearances, stage shows, traveling units, Broadway plays and aquatic productions. Check No. 3430 on the coupon, mail it, and detailed information will be sent to you.

No. 3431—Book on Selling

Ten trails to sales, followed by many successful salesmen, are mapped in a newly-published book by that name—Ten Trails to Sales. Lloyd R. Wolfe is the publisher and Fred DeArmond, business consultant and writer, is the author. The book contains Mr. DeArmond's theories for profitable selling. The book is written to interest both "tenderfoot" and "old time" salesmen. According to Mr. DeArmond, "A sale is probably half made before you even stand in front of the buyer. . . . For that reason, four of these 10 trails relate entirely to preparation and the other six to those things which good salesmen do and say—in actual landing of the order . . ." Of the three requirements for success in selling—a good product, seeing enough buyers and asking for the order—Mr. DeArmond has concluded that "asking buyers in the right way to buy what you are selling, adding head work to leg work" is most important. The book, which sells for \$3.50, may be obtained from the Reader Service Department, The Miller Publishing Co., 118 South Sixth St., Minneapolis 2, Minn.

No. 3432—Paint

Fyr-Kote Co., a division of the Morris Paint & Varnish Co., has developed a fire retardant paint that can be applied by brush or spray. Called Fyr-Kote, the paint releases carbon dioxide and calcium chloride which retard the spread of the flame on the surface. The oil base, interior flat wall paint has been listed by Underwriters Laboratories and passes applicable Federal specifications and U. S. Engineers' test, the company states. It is washable and a test has shown it can withstand 25 cycles of scrubbing. Full information may be obtained by checking No. 3432 on the coupon, and mailing it to the address listed.

No. 3433—Reach-in Refrigerators

Three new items—a line of reach-in refrigerators, a freezer dough retarder and a line of full-vision display cases—will be given their first public showing soon by the Jordan Refrigerator Co. The display case in the 4 ft. size comes with both solid door and sliding glass doors; the 5 and 6 ft. sizes come with sliding glass doors

only. The freezer dough retarder features an automatic defrosting system with an ice-free coil. The box has a capacity of 40 cu. ft. and is being produced in stainless steel and has removable tray slides. The reach-in refrigerators come in 20 to 60 cu. ft. capacities in both standard 30 in. and 24 in. depths, the latter being adaptable for backbar location. Check No. 3433 on the coupon and mail it to receive more information.

No. 3434—Baking Method

A new method of baking and distributing sweet baked foods and cakes in aluminum foil pans or like containers in which they are baked has been patented by Robert M. Woods, president of Woods Bakeries, Inc. According to Mr. Woods, his firm found that when grease cakes, including sweet doughs and cake batters, were baked under control in aluminum foil a fresher, tastier flavor was achieved. Pan grease and liners are not needed, he states. More information about this method and how to acquire a non-exclusive license for it may be obtained by checking No. 3434 on the coupon and mailing it to the address shown.

One of Your BEST Sources of FLOUR . . .

As Near to You as Your Telephone!

• HOSTESS SUPERCAKE
SPECIAL CAKE FLOURS

QUALITY UNIFORMITY LABORATORY CONTROL

THE MENNEL MILLING CO.
TOLEDO, OHIO

GARFIELD 6707 CALL COLLECT

BROKERS & DISTRIBUTORS
WANTED FOR NAPPANEE QUALITY CORN MEAL
NAPPANEE MILLING CO.
NAPPANEE, IND.

A line of essential BAKERY PRODUCTS uniform and reliable NATIONAL YEAST CORPORATION Chanin Building • New York, N.Y.

KNAPPEN MILLING COMPANY
Producers of
BEST QUALITY MICHIGAN CAKE & BAKERY FLOURS
AUGUSTA, MICH. PHONE 229

No. 3436—Stand-By Unit

Stewart & Stevenson Services is offering a stand-by power unit designed especially for use in bakeries. The installation shown in the photo-



graph here is in Richter's Bakery, San Antonio, where it has been used several times since it was placed six years ago. Normal production in the bakery is continued immediately with no interruption after a power failure. The unit here is powered by a General Motors diesel engine. For more information check No. 3436 on the coupon and drop it in the mail.

No. 3437—Pallet

The Molded Fiberglass Tray Co. has announced a new design in reinforced plastic pallets for bread loading and delivery. It features a sharp angled turn-up at each end to provide maximum flat area and yet permit nesting and locking one on the other to conserve space when not in use. These trays, for which patents are pending, can be stacked 20 ft. high without danger of toppling, it is said. More information about these pallets, and of molded fiberglass trays and boxes made by the company, is available by checking No. 3437 on the coupon and mailing it to the address provided.

No. 3435—Coumarin Substitutes

Two products, coumasin crystals and tonkasyn amorphous, have been announced as substitutes for coumarin by the F. Ritter & Co. Coumasin, the firm states, is a crystalline product equal in strength to cou-

marin. The company adds that coumasin crystals are not a lactone or phenolic derivative; soluble in a mixture of 80% propylene glycol and 20% water, to which more water may be added if desired; soluble in hydroalcoholic menstrum; and is an addition to the company's tonkasyn amorphous, called twice as strong as coumarin. Tonkasyn amorphous, the firm adds, is soluble in propylene glycol, alcohol and other organic solvents. When used in normal quantities, water can be added in the same proportion formerly used in coumarin. More information is available by checking No. 3435 on the coupon, clipping and mailing it to the address provided.

No. 3438—Marking Machine

A complete redesign of the Gottscho Rolacoder 401 production-line imprinting machine is announced by Adolph Gottscho, Inc. Chief among the improvements to the machine, which automatically registers spot-imprints on a variety of small cartons, cases, boxes, bags, paper containers and cans, is the new "float-action" inking system that is said to assure consistently uniform markings throughout a run without requiring any adjustments. Other new features are a new friction bearer and a new type of felt inking roller with an enlarged internal ink reservoir. General streamlining of the unit has enabled the manufacturer to reduce its price from the original level. Complete details about the machine will be sent to you if you will check No. 3438 on the coupon and mail it.

No. 2706—Display Mechanism

The Display King mechanical book is the trade name of an automatic metal page turner featuring a built-in variable timer being offered by Gale Dorothea Mechanisms. The mechanism is intended for presenting series of related pictures, charts, graphs or copy in window or interior displays, demonstrations or institutional displays. It is available in either 12 or 16 display surfaces. The heavy aluminum pages turn automatically from right to left in a timed sequence adjustable by the variable timer, and at the completion of one cycle, returns to the right to begin the operation

La Grange Flours

La Grange Flours, whether plain or enriched, remain the same high standard, dependable flours that have characterized the products of La Grange Mills over the three quarters of a century and more of their operation.

This quality pattern is not an accident but the result of painstaking care in wheat selection and careful milling.

You can depend
on LA GRANGE
FLOURS

LA GRANGE MILLS
RED WING, MINNESOTA

PRESTON-SHAFFER MILLING CO.
MERCHANT MILLERS

ESTABLISHED 1865

SOFT WHITE WINTER WHEAT FLOUR A SPECIALTY

Also Choice Blue-Stem and Hard
Spring Patents

WE INVITE EXPORT CORRESPONDENCE

General Offices: WALLA WALLA, WASHINGTON
Mills at Waitsburg, Washington, Freetown, Oregon, and Athena, Oregon
Atlantic Coast Office, RAYMOND F. KILTHAU, Produce Exchange, New York

J. F. IMBS MILLING CO. ST. LOUIS,
MO.

Millers of Hard and Soft Wheat Flour

DAILY CAPACITY 4,200 CWTS. SACKS

"Diamond D" A High Grade Baker's Spring Patent. Milled under Laboratory Control from Montana Spring Wheat.
Sheridan Flouring Mills, Incorporated
SHERIDAN, WYOMING

3 BAKER FLOURS



that give

more production
fewer worries!

TEA TABLE
OVENSPrING
BIG VALUE

THE WEBER FLOUR MILLS CO.
SALINA, KANSAS

again. An AC motor powers the position drive which moves the pages by means of vertical rods at the base of the unit. More information is available by checking No. 2706 on the coupon, clipping and mailing it to the address provided.

Also Available

The following new products and services have been described in detail in recent issues of this journal. Information about them still may be obtained. Jot the appropriate number or numbers on the accompanying coupon and drop it in the mail.

- No. 3399—Clutch, Morse Chain Co.
- No. 3400—Booklet on automotive fleet, Lloyd R. Wolfe, publisher.
- No. 3401—Cap, Hollywood Turban Products Co.
- No. 3402—Insecticide, Insecticidal Smo-Cloud Co.
- No. 3403—Gift cans, Pletcher & Pollack.
- No. 3404—Flooring, United Laboratories, Inc.
- No. 3405—Bread wrapping, Pollock Paper Corp.
- No. 3406—Starch, Morningstar, Nicol, Inc.
- No. 3407—Dust collector, Handling Devices Co., Inc.
- No. 3408—Portable pump, Hypro Engineering, Inc.
- No. 3409—Controls, Burling Instrument Co.
- No. 3410—Refrigeration controls, Partlow Corp.
- No. 3411—Cake ornaments, Westco Products.
- No. 3412—Flavor booklet, Givaudan Flavors, Inc.
- No. 3413—Truck body, Utility Truck Distributors.
- No. 3414—Wrapper printing, Lassiter Corp.
- No. 3415—Decal, Meyercord Co.
- No. 3416—Vacuum cleaner, Multi-Clean Products, Inc.
- No. 3417—Container, I. D. Co.
- No. 3418—Coumarin replacement, Florasynth Laboratories, Inc.
- No. 3419—Topping, Fount-Wip, Inc.
- No. 3420—Ice remover, Monroe Co., Inc.
- No. 3421—Labels, Pollock Paper Corp.
- No. 3422—Electronic controls handbook, Photoswitch, Inc.
- No. 3423—Baking system, Petersen Oven Co.
- No. 3424—Pizza dough retarder, Dunhill Soda Fountain Corp.
- No. 3425—Wall washer, Ross & Story Products Corp.
- No. 3426—Fruitcake box, Tri-State Plastic Molding Co., Inc.
- No. 3427—Message repeater, Michigan Electronics, Inc.
- No. 3428—Trays, Sutherland Paper Co.
- No. 3429—Sugar in cake baking, Sugar Information, Inc.
- No. 2684—Storage cabinet, Air Appliance division, U.S. Hoffman Machinery Corp.
- No. 2689—Hand truck, J. H. Sutherland Supply Co.

BREAD IS THE STAFF OF LIFE

Needs Cited in Laws on Food Additives

CHICAGO—"Ethical, economic and legal considerations require that the food industry insure the public of a food supply that is safe, clean, and nutritious." With this statement of food industry policy as a theme, Dr. Bernard Oser of the Food Research Laboratories, Long Island City, N.Y., analyzes legislation affecting the use of chemical additives. Writing in Food Technology for September, Dr. Oser, a well known food scientist and a student of legislation relating to food, provides a lucid interpretation of present and proposed amendments to the Federal Food, Drug & Cosmetic Act. After a consideration of the present law—and in particular its "adulteration and misbranding provisions"—Dr. Oser describes and explains present legislative controls over chemical additives. This leads logically into a consideration of the widely discussed Delaney bills and the newly proposed Miller bill, both of which provide for the regulation of chemicals in food.

"Most manufacturers," writes Dr. Oser, "appear willing to accept as a legal requirement what they already regard as an ethical responsibility." But food manufacturers—and food technologists who are concerned with additives—hope that the long delays prior to the establishment of tolerance levels for given additives can be reduced and that the right to appeal from the decisions of the government (in this case the Food & Drug Administration) will be granted. These two factors have long been principal points of contention, and some progress is being made in current legislation to alleviate them.

Dr. Oser reports that of the various proposals advanced to afford relief from many of the difficulties standing in the way of effective control of the use of additives, the suggestion that an independent board of scientists be appointed appears to be the most widely acceptable. Such a board, composed of scientists of unimpeachable character, would be able to review the complex technical evidence presented before the courts, and while protecting the public against any deleterious substances proposed for use in foods would not forestall research on new, safe and nutritionally and economically desirable foods.

for
eye
appeal
with
sales
appeal

Monsanto
SAPP

For doughnut mixes that make doughnuts which look good, taste good and bring customers back for more, use Monsanto MD sodium acid pyrophosphate.

This proved ingredient helps doughnuts retain their flavor. Makes them tender. Gives them a fine texture and crust. Increases their volume and reduces "blow holes," grease absorption and other troubles.

To increase your sales potential now, while the doughnut season is in full swing, write for more information to MONSANTO CHEMICAL COMPANY, Phosphate Division, 1700 South Second Street, St. Louis 4, Missouri.

DISTRICT SALES OFFICES: Birmingham, Boston, Charlotte, Chicago, Cincinnati, Cleveland, Detroit, Los Angeles, New York, Philadelphia, Portland, Ore., San Francisco, Seattle. In Canada, Monsanto Canada Limited, Montreal.

National
Doughnut
Month
October





We specialize in making dreams come true!

Flavor, appetite appeal, variety, keeping qualities . . . ah, of such things dreams are made.

For a baker, that is; the dream of happy customers who come back time after time for his products can be a reality. A *profitable* reality, by the way. A letter, a phone call, or wire will bring a Russell-Miller man straight to you. He's a specialist at helping you make those happy dreams an actual fact . . . and he has *complete* line of Russell-Miller's outstanding flours to help you turn the trick.

Occident®
American Beauty®
and other fine bakery flours

RUSSELL-MILLER MILLING CO.

General Offices: Minneapolis 1, Minnesota

After all!

"THERE IS NO SUBSTITUTE FOR QUALITY"

BECAUSE:

We have been millers of
BAKERY FLOURS
 for more than 50 years



BAY STATE MILLING CO.

WINONA, MINNESOTA
 Millers of HARD SPRING WHEAT and RYE FLOURS

A SERVICE DESIGNED FOR BAKERS

55,000 square feet of public dry storage. Class A reinforced concrete building. Overhead sprinklers.

Specializing in handling of bakery ingredients and supplies, pie fruits and confectioners items.

Efficient truck deliveries and pool car distribution.

Five elevators providing expedited will-call service.

Dock capacity: 20 trucks. Rail capacity: 15 cars.

On Los Angeles Junction Railway rails with switching charges absorbed by line haul carriers.

Fully licensed and permitted by California Public Utilities Commission.

FLOUR, INC.

4219 N. Produce Plaza, Los Angeles 58, Calif.

Fisher's

THE largest and most modern flour mill and elevators on the Pacific Coast with storage capacity at our mills of 2,500,000 bushels, together with more than one hundred elevators and warehouses in the choicest milling wheat sections of Montana, Idaho and Washington, insure the uniformity of all Fisher's Flours.

FISHER FLOURING MILLS CO., SEATTLE, U.S.A.

Domestic and Export Millers
 CLIFF H. MORRIS & CO. EASTERN REPRESENTATIVE, 25 Beaver Street, NEW YORK CITY

ANSWERS TO "DO YOU KNOW?" Questions on Page 42

1. True. This is known as a straight flour.

2. False. Ten ounces of baking powder should be used to replace this amount of cream of tartar and soda bicarbonate.

3. True. However, some states allow a minimum of 3% butterfat in liquid milk.

4. True. Bread should be cooled slowly, away from drafts and cold winds in order to avoid this trouble.

5. False. The syrup helps to promote a gloss on the icing. Care should be taken not to overheat chocolate icing as it will turn dull within a short time.

6. True. It is usually figured that 10 lbs. of dough or batter requires 1 oz. salt. Salt is sometimes figured on the amount of shortening in the formula. This is a poor procedure as the shortening content in cookie and cake formulas may vary considerably in the same amount of dough or batter.

7. False. The melting point of these margarines is about 115° F.

8. True. Quite often canned peaches are flat. Citric acid will produce a more tart flavor.

9. True. On an average cake doughnuts absorb about 20% fat during frying.

10. True. Best results are obtained by using a high grade of cake flour. This type of flour will produce a lighter and more tender cake.

11. False. Frozen eggs will produce excellent custard pie filling. At certain times of the year the use of frozen eggs is better because the filling will have a deeper yellow color. This is due to the color of the yolks in fresh eggs being lighter during certain times of the year than eggs laid in the spring.

12. False. Allspice is the fruit or berry of the pimento, so named in allusion to its taste being supposed to combine the flavors of the spices.

13. True. It is generally figured that for each barrel of straight dough the trough should be 4 ft. in length.

14. True. Sulphur causes damage to the baking quality of flour and other ingredients. It also is harmful to machines and equipment used in the shop.

15. False. Rye flour has greater absorption than wheat flour.

16. True. There are exceptions, however. Some bakers use as much as 5 lb. sugar and some as little as 1½ lb.

17. False. Excellent results may be obtained without the use of cream of tartar by allowing the dough to rest overnight in a cool place.

18. False. A 40-mesh tapioca is usually recommended. A 20-mesh tapioca being too coarse. It would show up in the filling like pearls which is objectionable from a sales point.

19. True. This trouble may also be caused by an excessive top heat in the oven.

20. False. This ingredient is used in some icings in order to keep them soft.

—BREAD IS THE STAFF OF LIFE—

KOHN & COX MOVES

AUSTIN, TEXAS — The Kohn & Cox Baking Co., Austin, Texas, has moved into its new \$450,000 bakery plant at 701 Tillery St.

ARNOLD ...of... STERLING

Mills and Sells

"Thoro-Bread"

(Diastatically Balanced)

A very fine, strong, altogether uniform and dependable flour

ARNOLD MILLING CO. STERLING, KANSAS

DIXIE LILY

Plain and Self-Rising
 A Flour Without Equal
 Anywhere

THE BUHLER MILL & ELEVATOR CO.

• Mill & Gen. Offices, Buhler, Kansas
 • Southern Regional Office, 934 Exchange Bldg., Memphis, Tenn.

Moore - Lowry Flour Mills Co. Kansas City, Mo.

PRECISION-MILLED FLOURS

SLOGAN SPECIAL

The Quality Bakers Flour
 Oklahoma Flour Mills Co.
 EL PASO, OKLAHOMA

HIGH GLUTEN FLOURS For Bakers

The Morrison Milling Co.
 Denton, Texas
 Emphatically Independent

BLAIR'S Certified HIGH GLUTEN FLOURS

BLAIR MILLING CO., Atchison, Kans.

You can make better bread with
SUNNY KANSAS Flour

The WICHITA
 Flour Mills Co.
 WICHITA, KANSAS

Evans Milling Co., Inc. INDIANAPOLIS, IND., U.S.A.

Manufacture Kiln-Dried
 DEGERMINATED CORN PRODUCTS
 Capacity, 16,000 Bushels

1 ROUTE BOOSTED TO 50 IN 3 YEARS BY PHOENIX 'HOUSE-TO-HOUSE' PLANT

Variety, Quality Spark Growth as Pillsbury Mixes do Top Job

Can a House-to-House business multiply itself by 50?
And in just three years?

Yes! says Allen L. Bragg, president of Cottage Bakery, Inc., Phoenix, Arizona. Because that's exactly what this Southwest bakery has done.

Starting in 1950 with one route, the firm has experienced a meteoric rise in business and today operates 50 routes throughout Phoenix and its suburbs.

Aware that house-to-house selling depends heavily upon variety and quality, Bragg has based his production on Pillsbury Bakery Mixes. The rapidity of Cottage Bakery's growth is a solid tribute to the quality of Pillsbury Mix-made products and to the wide variety possible with mixes.



IN 1950, ONE ROUTE was the extent of Cottage's activity in the Phoenix market. Earlier, in 1938, Owner Allen Bragg had entered the baking business with a wholesale pie plant, later adding a bread line which he sold through grocery outlets. In 1950, he began house-to-house.



THREE YEARS LATER, 50 ROUTES are operating throughout the market. And Cottage business is still growing. At present, 25 trucks give every-other-day coverage over 50 routes. Bragg plans to increase his fleet still further this year to keep pace with the expanding Phoenix baked goods

market. House-to-house bakery business in Phoenix holds at a more uniform level throughout the year than does wholesale business. In summer, when vacation trade is slow, wholesalers feel the drop-off. But house-to-house plants, with permanent customers, notice no great dip.

CUSTOMERS LOVE 'COTTAGE' VARIETY; 'ENDLESS' TYPES POSSIBLE WITH MIXES



"A successful house-to-house operation," says Bragg, "requires variety so you don't wear customers out. We get that variety with Pillsbury Bakery Mixes. In fact," says Bragg, "we make 15 varieties of sweet goods alone from Pillsbury's Special Sweet Doh Mix."

William Helfinstine (left), Cottage's Production Manager, adds that "superior quality is a *must* in our kind of operation. With Pillsbury Mixes, we're sure of it."



AN IMPRESSIVE ARRAY of baked goods await packaging in Cottage's finishing department. The plant produces a wide variety of breads, cakes, sweet rolls, pies, doughnuts and cookies, 95 per cent of which are made with Pillsbury products. This variety

presented a problem in storage space for ingredients. But, according to Bragg, mixes have solved the problem. "We now have to stock only a minimum of ingredients," says Bragg, "because each Pillsbury Mix has all the necessary ingredients right in it."



RACING CHAMP AND BAKERY OWNER are the dual titles held by Allen Bragg, president of Cottage Bakery, Inc. Bragg, an outboard motorboat racing fan, has won a Class B national championship. He also has been an aviation enthusiast, owning six different planes.



CHAMPIONSHIP GOLF CUPS are Mrs. Elaine Bragg's contribution to the family trophy case. Mrs. Bragg, a low-handicap golfer, has competed in numerous tournaments. Now her duties as Secretary-Treasurer keep her from playing often.



'SPECIAL OCCASION' CAKES are part of Cottage's broad service to customers. Cakes are mix-made. The speedier mix-method allows plenty of finishing time. Cottage also offers "specials" every day.



Cottage Cuts A.M. Loading Time with Rolling Cases

Morning loading time at Cottage has been cut from 45 minutes to five minutes by means of unique cabinets mounted on rollers. Cabinets (like the one shown above) are loaded the night before. In the morning, the driver simply checks its contents and then rolls it directly onto his truck.

'Extra Finishing Time Pays Off in Added Eye-Appeal,' says Bragg

"We put eye-appeal into our products," says Bragg, "through bench work and finishing."

According to Bragg, valuable time is saved with the quick-and-easy mix-method because mixes eliminate scaling and blending.

This, says Bragg, pays off in bigger sales because his skilled bakers have more time for craftsmanship and variety, more time to add eye-appeal through finishing.

FANCY FINISHING a Cottage trademark, is illustrated here in this run of luscious-looking, cherry-filled Boston Cream Cakes.



AN EXPANDING BUSINESS requires expanded facilities. Here, work progresses on an addition to the Cottage plant. This new wing is designed to increase efficiency and speed production so that Cottage may better serve a growing list of customers.



"I Like Everything About Mixes!" Says Allen Bragg

4 BENEFITS TO BAKERS CITED BY PHOENIX
"HOUSE-TO-HOUSE" BAKER

"I like everything about mixes," says Allen Bragg, Cottage President. With Pillsbury Mixes, bakers get these four advantages:



1. Shorter Production Time—scaling and blending eliminated, errors reduced to a minimum, more time for fancy finishing.

2. Uniform Results—with a mix, you're sure of top results *every time*.

3. Easy Cost Control—no daily fluctuations in prices.

4. Wide Variety with Minimum Effort—from a single mix, you get almost endless variety, just by changing toppings.

"And," says Bragg, "because we must have superior quality to stay in business, we use Pillsbury Mixes. They give us not only *top* quality, but *uniform* quality at known cost, day after day."

These factors, according to Bragg, have been important ones in Cottage's success.



ANOTHER MIXED CARLOAD ARRIVES in Phoenix, destined for Cottage Bakery. Cottage, like many bakeries, has taken advantage of Pillsbury's fast, one-carload combination shipments of flour and mixes.

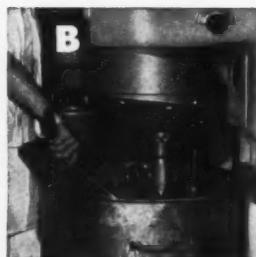
Whether You're a Wholesaler, Retailer or House-to-House Baker

YOU'LL GET VARIETY, UNIFORMITY AT KNOWN COST WITH PILLSBURY MIXES

It's Easy as...



ADD WATER TO MIX. Amount and temperature specified on each mix package. (Add yeast if required.)



MIX. See directions for speed and time on the package. Pillsbury's pre-blending insures smooth, even mixing.



MAKE-UP. Use the time you have saved for make-up, fancy finishing, added eye appeal. Turn that time into extra sales!

WE'RE SO SURE you'll like 'em, we make this unusual offer: Ask your Pillsbury Salesman or Jobber to arrange a trial. No cost to you if you aren't completely satisfied with the performance and results. You can't lose. So make the trial... do it now! Just write, wire or phone your Pillsbury Representative.

PILLSBURY BAKERY MIXES

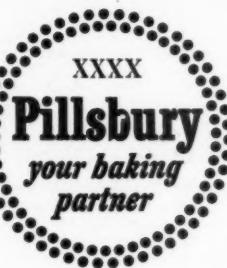
Use Pillsbury's

CAKE MIXES • SWEET DOH MIXES • CAKE DONUT MIXES • CAKE BASES

YEAST-RAISED DONUT MIXES • SWEET DOH BASES

CORN MUFFIN, BRAN MUFFIN, BISCUIT MIXES • Also SugarKote DONUT SUGAR

PILLSBURY MILLS, INC., MINNEAPOLIS, MINNESOTA



CASE HISTORY—PAGE 4

PROUD OF YOUR PRODUCT?



Are you proud of the high quality of your flour feeds or cereals?

You can give visible evidence of superiority by packaging in CHASE Multiwall bags. This preferred bag is backed by 107 years of CHASE experience...experience in developing the finest material and workmanship...experience in fine printing...experience in Multiwall bag manufacture that assures CHASE customers of QUALITY bags on every order.

**Prove it
with CHASE
MULTIWALL
Paper Bags**



Prove it to Your Distributors and Dealers...



Prove it to Your Consumers



Prove it to Your Balance Sheet

**IT'S THE PACKAGE THAT
GIVES YOU THESE EXTRAS...**

1. Better appearance.
2. Clean, colorful brand printing.
3. More sales appeal.
4. Better protection for your product.
5. A bag designed for your specific problem.
6. Better acceptance of your brand.



CHASE BAG COMPANY 309 WEST JACKSON BOULEVARD • CHICAGO, ILLINOIS

COMPETITION HELPS OUT BURNED WESTON BAKERY

WINNIPEG—Fire of unknown origin caused an estimated \$150,000 damage to the Weston Bakeries, Ltd., plant here Sept. 20. It took five hours to get the flames under control. The fire was confined to the bakeshop on the second floor in the east wing of the building but hoses and the sprinkler system damaged equipment, stock and bakery products ready for delivery the following morning.

Other Winnipeg bakers put on extra work shifts to make sure there would be no shortage of bread. De-

liveries of such bread were carried in Weston's own trucks. The company general manager, A. E. Longstaffe, said that production in the plant would be restored in the near future and that other bakers have agreed to supply extra bread for as long as necessary.

BREAD IS THE STAFF OF LIFE

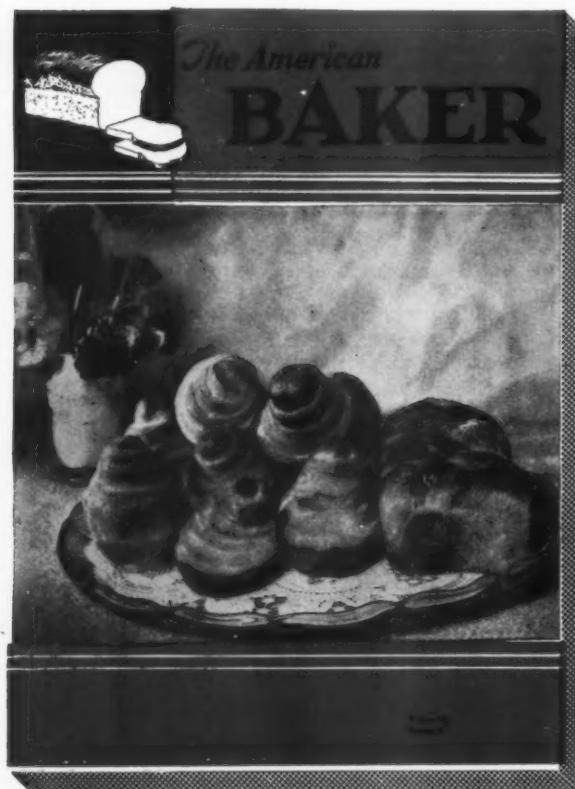
HOLLY SUGAR APPOINTMENT

SAN FRANCISCO — Eugene L. Witt has been appointed sales engineer in the industrial service department of Holly Sugar Corp., according to Charles W. Williams, western sales manager.

TEXAS BAKERS ASSN. HOLDS 2-DAY SCHOOL

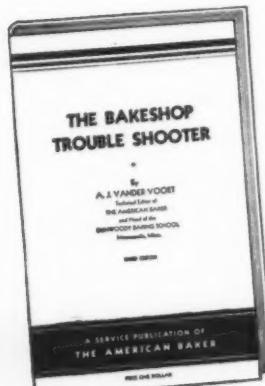
DALLAS—The Texas Bakers Assn. sponsored a successful two-day sanitation seminar at the baking school at Arlington State College, Mrs. Ed. Goodman, TBA secretary, reports.

This seminar was designed primarily for sanitation supervisors in bakeries or men who are directly responsible for keeping their plants clean. Instructors were Louis King, Jr., William Walmsley and Lloyd J. Salathe, from the American Institute of Baking. Vernon Baird, Mrs. Baird's Bread Co., was local chairman.



... One Year \$2.00

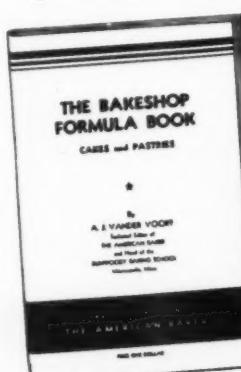
With one year subscription your choice of ONE of these AMERICAN BAKER service publications without charge ...



The Bakeshop Trouble Shooter, a service publication of THE AMERICAN BAKER, contains causes and remedies for the problems that arise in bakeshop production. Compiled by Adrian J. Vander Voort, Technical Editor of THE AMERICAN BAKER, *The Bakeshop Trouble Shooter* has a retail value of \$1.00.

Three Years \$5.00

With three-year subscription Both of these AMERICAN BAKER service publications without charge ...



The Bakeshop Formula Books, two other service publications of THE AMERICAN BAKER, list formulas for a large variety of cakes and pastries, breads, rolls and cookies. Written by THE AMERICAN BAKER'S Technical Editor, *The Bakeshop Formula Book* serves as a valuable tool with which bakers can increase cake and pastry sales. Single copy price is \$1.00.

Each monthly issue of THE AMERICAN BAKER brings to its readers all of the nation's important baking industry news, articles and features ...

Flour Market Review

Washington News

Tested Formulas

Questions and Answers—
analysis of production
problems

News Spotlight

Successful Selling Ideas

Ringing the Baker's
Doorbell

Convention Highlights



Noah M. Inbody

JOINS BROLITE—Noah M. Inbody has joined the Brolite Co. as a sales and service representative in the Pacific Northwest. Mr. Inbody will make his headquarters at Portland, Ore. Prior to his association with Brolite, Mr. Inbody was a sales and service representative for one of the leading Pacific Coast yeast manufacturers for a period of 25 years. He is a qualified baker, having held positions of importance in the bakery field as superintendent of production of several large plants before entering the allied industry.

PHILADELPHIA GROUP PLANS BANQUET OCT. 10

PHILADELPHIA—The annual banquet of the Philadelphia Bakery Production Men's Club has been set for Oct. 10 at the Philadelphia Rifle Club. Serving will begin at 6:30 p.m.

Entertainment will consist of a vaudeville show and dancing from 9 p.m. to 1 a.m. Early reservations are requested, according to Frank Vance, president of the club.

BREAD IS THE STAFF OF LIFE

EASTERN AUXILIARY MEETS

PITTSBURGH—The Ladies Auxiliary of the Retail Master Bakers Association of Western Pennsylvania enjoyed a dinner at the Cork & Bottle Restaurant recently. Mrs. Amelia Hartner, Jenny Lee Bake Shops, McKees Rocks, presided. Mrs. Mathilda Lapicki, Lapicki Bakery, was named chairman of a membership drive to start in October and Mrs. Alma Mandl, Mandl Bakery, was named chairman of a charity benefit.

PRE-DAWN FLIGHTS CARRY BAKED GOODS

LOS ANGELES—Daily pre-dawn air transport service is utilized by the Golden Krust Bakery to maintain its door-to-door routes in isolated communities in the Coachella Valley. At 3 a.m. every morning there is an extra snap in the operations of the Golden Krust Bakery plant. Trucks are loaded with a ton each of freshly baked goods, then are driven out into the San Fernando Valley to the Van Nuys airport. The bakery goods are put aboard a De Havilland Dove. Every morning at 4:30 a.m. the plane takes off for the Coachella airport. Here route men receive the goods and deliver them to Twenty Nine Palms and numerous Morongo Valley communities.

BAKING HELPS

from The American Baker's
Reader Service Department

Baking Publications:

SCIENCE AND PRACTICES OF BREADS AND ROLLS MANUFACTURE

By John C. Summers
Mr. Summers is manager of the Oklahoma School of Baking, formerly with the Baking School of Dunwoody Industrial Institute. A splendid guide to practical bakers.....\$3.75

BAKERY MATERIALS AND METHODS

By Albert R. Daniel
500 pages of sound information covering bread and cake production.....\$5.00

BASIC SCIENCE FOR BAKERY STUDENTS

By P. S. Jewell, H. Mulholland and S. F. Everiss
A new book, in which is explained the principles of chemistry, physics and biology upon which the practical operations of the bakery trade are based. Theory and practice combined, with experiments suggested for student to check up on the theory. An appendix for teachers, explaining use of the instruments and making of necessary solutions. \$4.00

THE BAKERY TRADE AS A CAREER

By Albert R. Daniel
For students and bakers who wish to become master craftsmen. A. R. Daniel has written many accepted books for the baking industry.....\$2.00

VIENNA BREAD—and Continental Breads de luxe

By Victor F. A. Richter
Full details and clear instructions for the making of all kinds of Vienna, French and Continental Fancy Breads, Rolls, Fermented Pastries and Specialties De Luxe. Fully Illustrated art paper, cloth bound.....\$4.50

SWISS BAKERY AND CONFECTIONERY

By Walter Bachman
The English translation of a Swiss book of formulas for making all kinds of "Continental" cakes and pastries. Covers every stage from raw materials to the finished article.....\$9.00

PASTRIES (Revised 2d edition)

By "Nirvana"
Promises to be even more popular than the first edition. Chapters on raised pies and Cornish pastries; miscellaneous recipes for flapjacks, butter crunch, otheiros, oven pancakes, etc. Fully illustrated, on art paper, and stoutly bound in leather cloth. Valuable reference book for confectioners and pastry cooks.....\$5.00

MANNA (Revised 2d edition)

By Walter T. Banfield
Over 500 pages. A comprehensive treatise on bread manufacture. Includes all classes of bread, including dietetic and fancy breads. Deals with processes in use, also gives details of specific faults in bread and causes.....\$6.50

EXHIBITION GOODS

By L. O. Smith
Bakers hoping to gain publicity and increased trade by entering cake exhibitions will benefit by this work which tells how to produce the baked goods judges are looking for.....\$7.00

PIE MARCHES ON

By Monroe Boston Strause
Step-by-step details in producing pies of the very highest quality are included in this 328-page book. Formulas for 82 different pies are included, with several variations of some.....\$5.00

COMMERCIAL CAKE DECORATION

By "Nirvana"
Practical and most of the designs can be reproduced very quickly. A great assistance to the worker in sugar. 3d edition, with new ideas and designs.....\$2.50

UP-TO-DATE CONFECTIONERY

By Albert R. Daniel
Revised 2d Edition. Fully illustrated with over 100 art plates. Very wide in scope.....\$8.00

HERE ARE THE ANSWERS

By Albert R. Daniel

Practical answers to everyday bakeshop questions. Third edition of this popular reference book for students. Revised in light of useful research work done.....\$1.00

TEN TRAILS TO SALES

By Fred De Armond

How to get more names on the dotted line. Some chapter headings—Study People, Why and How They Buy; Know Your Products; Plan Your Sales Talk; Pick Your Prospects; Focus on the Key Issue; Ask for the Order. 118 pages, cloth bound.....\$8.50

SELLING SENSE FOR THE ROUTE SALESMAN

By Fred De Armond

A new publication written especially for the route salesman and managers interested in this method of distribution.....\$3.50

DUTIES OF A BREAD SALES SUPERVISOR

By E. J. Sperry

A valuable textbook for bread sales supervisors, managers and owners. Sections on interviewing prospective salesmen, record keeping, advertising.....Initial copies \$20.00; additional copies \$4.41

ADVANCED PIPING AND CAKE DESIGN

By "Nirvana"

Designed for the baker who wishes to expand his creative designing and master a classic technique, this 135-page illustrated volume contains chapters on lettering and design.....\$4.50

THE COMPLETE PATISSERIE

Another volume dealing with European pastry delicacies, this work contains almost 1,500 formulas, with sections on yeast cakes, meringues, and pastries in addition to confectionery.....\$10.00

AUTOMOTIVE TRANSPORTATION IN INDUSTRY

By Samuel J. Lee

Analyzes every form of automotive transportation for business purposes. Makes recommendations for efficient fleet management. Provides effective record-keeping systems. Stresses "preventive maintenance" to minimize costs. Emphasizes driver education for safety and profit. Originally published 1950, this revised edition 1953. \$7.50

BAKERS DICTIONARY

By Albert R. Daniel

With supplement by J. H. Macadam. The first dictionary for the baking and allied trades.....\$3.00

Service Publications of The American Baker:

THE BAKESHOP TROUBLE SHOOTER

By A. J. Vander Voort

One of the classic publications for the baker, prepared by an expert in his field, now in its third printing. An invaluable aid in solving production problems almost as rapidly as they occur.....\$1.00

THE BAKESHOP FORMULA BOOK—Cakes and Pastries

Another book by A. J. Vander Voort, and a handy source of up-to-date and practical formulas on the production of cakes and pastries with which the baker can increase sales and improve his products' quality.....\$1.00

THE BAKESHOP FORMULA BOOK—Breads, Rolls and Cookies

Companion book to the Bakeshop Formula Book—Cakes and Pastries. The title and Mr. Vander Voort's treatment of the subject, recommend it to bakers, large and small.....\$1.00

NORTHWESTERN MILLER ALMANACK 1953

Facts and Figures of the Flour, Grain, Feed and Baking Industries Sections devoted to each industry. Published annually for over forty years and used as a reference on annual crops, manufacture, state feed laws, including labeling, etc.....\$2.00

REPRINT: TRAINING TOMORROW'S BAKERS

A special report by The American Baker, on the nation's baking schools, and how they are fitting youth for a bright future in the baking industry. Gives essential detail for each of the schools in the United States (8 pages).....10¢

ORDER FROM

Reader Service Department
The American Baker
118 South Sixth Street
Minneapolis 2, Minnesota



CELEBRATES 50TH ANNIVERSARY—At a recent open house given to the baking industry of eastern New York state and Connecticut, the Effron Bakery Supply Co. opened its new 10,000 sq. ft. warehouse. The business was founded by Samuel Effron in 1903 as a flour and feed store. Several years later, he built a small mill supplying local bakers and shipping some into the New York market. In 1928, his son William, a graduate of Cornell University, assumed the management of the business along bakery supply lines, centering at 98 Montgomery St. A new plant was built in 1934 at 136 Smith St. and gradually was increased with the addition of railroad siding facilities. Today Effron has manufacturing facilities for jellies, jams, flavors, and dry mixes. The company imports from Holland, Italy, France and other world sources. Mr. and Mrs. William Effron have three sons, Jack 20, Ira 16, and Michael 13.

SBA Conference

(Continued from page 18)

that forms the bedrock on which we of ABA rest our national programs."

Greetings to the production conference from the American Society of Bakery Engineers were brought to Atlanta by Victor E. Marx, secretary-treasurer of the ASBE. After citing the engineers bulletin service through which many could benefit through the thinking of others, Mr. Marx said that the "baker should not get ahead of his fellow baker but get ahead with him."

Another representative of the ASBE was M. J. Swortfiguer, Kroger Co., St. Louis, president of the ASBE. When sales are up the common comment is that the sales department is doing a fine job, Mr. Swortfiguer said. But too often when they are down the blame is placed on production for an inferior product. He noted such current problems as union problems, the difficulty in handling southwestern flours, home freezers and the increasing consumption of other desserts.

Program for Cooperation

All bakery departments must meet on a common ground to solve these problems, Mr. Swortfiguer said, leaving the production engineer to maintain quality control, make a product the consumer wants and maintain freshness.

During the last day of the conference Mr. Broeg appeared again to give his opinions on the stimulation on cake sales. Noting that there are 57 million mature women in the U.S., 35 million of whom are married and 9 million of whom have two jobs, Mr. Broeg said that these women also cannot take care of the home and the children which leaves it up to the baker to make it easier for these women "to find more time to do less." Mr. Broeg said that price is not a governing factor in the sale of cakes, suggesting that quality be tailored up instead of down. He recommended that customers be given suggestions on what to do with the product when they get it, such as a fill-your-own-type service, merchandising empty

cream puff shells or layer cakes with a ready made filling which the consumer can quickly prepare and add in the home.

Howard D. Whitney, Rapinwax Paper Co., Chicago, speaking on modern packaging for the retail and wholesale baker, pointed out that the way the baker's product is packaged is his way of telling the housewife what he thinks of his product.

A good package should protect, serve as a good carrier and be eye catching, Mr. Whitney said. The baker who has not prepared to package his product properly will slip into oblivion. Mr. Whitney also pointed out that there has been a great increase in supermarket self-service in which the baker cannot rely on the clerk to push his product, thus making proper packaging even more important.

Mr. Whitney suggested several questions that the baker might ask himself:

Does your package seal the product?

Does it protect the contents on moisture retention and flavor and against rupture?

Does it attract attention favorably because of its outstanding design?

He suggested that bakers in selecting packaging color test them under fluorescent light, since that type of lighting is becoming increasingly common in food stores.

Does the package tell the story of product goodness?

Does it meet all legal requirements?

Does it give adequate directions for using?

Does it have a resemblance to other products in the same company family?

J. A. Smith of the W. E. Long Co., Chicago, spoke on the value of co-ordinating sales and production.

He suggested the sales manager and other executive personnel try to make every employee equally important in the success of the company and suggested that the sales manager work in a shop and the production man ride the routes to obtain a sympathetic understanding of each other's problems. Ralph Gaylord, General Mills, Inc., Minneapolis, spoke on

flour problems as felt by both the miller and baker.

Wheat delivered to mills at this time has to a large extent lost its identity, Mr. Gaylord said, because of the carryover and wheat on hand at storage points. However, he emphasized, by retesting following delivery at the mill and admixture a flour is being delivered to the baking industry that has desirable characteristics.

The speaker explained the difficulty of analyzing a crop under these conditions, when wheat of a specific crop and specific area will be thrown together in storage with carryover wheat. He pointed out that his recommendations were confined to flour as it is being delivered to bakers at the present time, taking into account the mills' efforts to produce a flour of high baking quality.

The average protein level of the southwestern crop is higher than last year, Mr. Gaylord said, but with lower quality found within the high protein category, so that it would be advisable not to increase protein specifications. Absorption is 1 to 2% higher and is slightly more sensitive to over-mixing, although the dough quality is excellent. The proof time is the same to slightly less, with the grain slightly more open, but the flour delivered during this crop will be about the same as last year, he explained.

The quality of spring wheat is also good but spotty in rust areas, it was reported. Protein is a trifle lower but still very desirable, ash is normal with excellent baking characteristics. Proof is the same, with volume slightly less although an "abundant" loaf volume is attainable, Mr. Gaylord said.

At the conclusion of the speaker's recommendations and observations, there was considerable discussion from the floor.

Speaking on emulsifiers as permitted by the federal standards of identity was Orvel W. Pettit, the C. J. Patterson Co., Kansas City, Mo. The emulsifiers give the baker more shortness than he could obtain with the equal amount of shortening, Mr. Pettit said, pointing out that these ingredients first came to the baking industries attention in cakes about 20 years ago. When used in proper amounts they do not impart any other properties than shortening would. They are shortening extenders and "do not expect them to do the job unless the shortening content is at the proper level."

The mono and di-glycerides on the market all give about the same results, Mr. Pettit said, with about half the shortening effect as the polys had. It isn't necessary to have a strong fermentation as the doughs set up faster, he pointed out, and mixing should be a little bit on the up side. Bakers should guard against over-baking and should not allow bread to become chilled after wrapping, Mr. Pettit said. He closed with the observation that "there is no substitute for freshness."

The final speaker on the program was William F. Gossage, Grocers Baking Co., Louisville, Ky. Speaking on the necessity for sharing problems between management and production, Mr. Gossage said that the owner or purchasing agent should always consult production in the selection of equipment and material, saying that the fewer times materials are changed the greater the chance for uniformity.

(The full text of Mr. Gossage's address appears on page 28 of this issue.)

At the close of this portion of the



W. B. Lovvorn

meeting Mr. Whitney projected a slide color sound film emphasizing the importance of color and design of the wrapper doing the selling job. Also during the production conference J. M. Albright announced his resignation as permanent chairman of the production conference due to the pressure of added responsibility in business. He will be available in an advisory capacity and will be succeeded by James E. Stroupe, James E. Stroupe Co., Atlanta, Ga., president of the Southern Bakers Allied Assn. Mr. Cline presented Mr. Albright with a briefcase on behalf of the conference and association.

The SBA noted that it had petitioned the Interstate Commerce Commission to reconsider the increased freight rate on flour with the hopes that the other interested parties would join with them.

The 1954 Southern Bakers Association Production Conference will be held at the Hotel Biltmore in Atlanta Sept. 26-28.

Convention Sidelines

The four FSU students in Baking Science and Management scored a hit when they appeared on the program, all exuding enthusiasm and eloquently selling the opportunities in the baking industry to the bakers themselves.

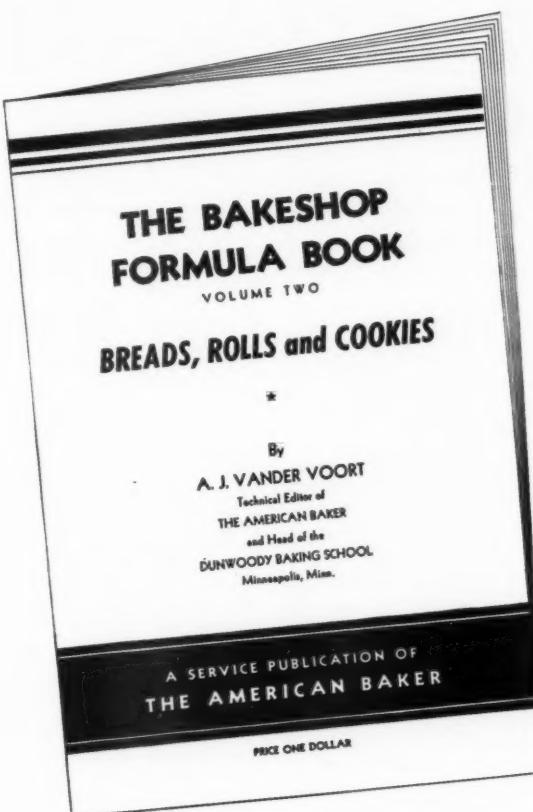
Mr. and Mrs. William Gossage (Grocers Baking Co., Louisville) celebrated their "tenth plus" anniversary. They were married during a convention, and have a deep affection for them.

C. E. Stratton (Pillsbury Mills, Inc.) explained the amazing perfection of his miniature camera, complete with demonstrations, to an interested group.

Other industry associations were well represented by president E. E. Kelley, American Bakers Assn., Chicago; president Andreas Reising (and Mrs. Reising), Tri-State Bakers Assn., New Orleans; president K. G. Patterson and secretary Cecil Pope, Western Carolinas' Retail Assn., Asheville; secretary-treasurer Cesar Medina, Central Florida Bakers Council, Tampa, and president William Thie, Associated Retail Bakers of America, Cincinnati.

Ray Thelen, Minneapolis, who was in town for a Pillsbury meeting, popped in for a few minutes to greet his many friends.

Louis Barth proudly showed Colonial Stores' new and completely modern bakery facilities to the crowd of bakers and allied associates who visited the plant by buses and private cars.



Here's Help in Getting New Business

For several years bakers throughout the country have found that The Bakeshop Formula Books, service publications of The American Baker, gather into their pages the pick of tested, successful formulas sure to brighten up the showcase and cash register. Volume Two, on Breads, Rolls and Cookies, is now available as a companion piece to the highly successful Volume One (Cakes and Pastries).

GET YOUR
COPY TODAY



The American Baker,
118 S. 6th St.,
Minneapolis 2, Minn.

Bill me
 Payment is enclosed

Gentlemen: Please send copies of the Bakeshop Formula Book—Breads, Rolls and Cookies, at \$1 each.

Name

Firm

Address

City..... State.....



Crusts & Crumbs

FROM THE EDITORIAL SLICER

By Carroll K. Michener

BECAUSE—From a feminine reader in the American Institute of Baking comes a complaint about an item recently appearing in this column. "Why," she wants to know, "was the baker's daughter changed into a screech-owl?" This is the way the item read: "Ophelia's line in Hamlet—'They say that the owl was a baker's daughter'—derives from a similar legend, in which the baker's daughter was changed into a screech-owl because . . ." Due to one of those mechanical errors which so often plague the lives of publishers, the rest of the sentence was missing. Our reader somewhat facetiously supplies a reason for the owl: "Because she bob-tailed the boiler-plate, perhaps?" (Boiler-plate is printer's jargon for miscellaneous typographical matter used to fill up space). We explained to our critic: "Your sophistication concerning the mechanics of publication is as acute as your sense of humor. However, we can't help making the frivolous remark that for one of your gender there need be no other explanation of the why of what happened to the baker's daughter than the simple word 'because' which ends the bob-tailed piece of boiler-plate. Setting such levity aside, nevertheless, we give you the authentic and historic (or rather Shakespearean) explanation, which lies in the omitted line 'she refused a loaf to Christ.'"

"Tree of Life Bread." This and other baking delights are made, he says, of unrefined all whole wheat, naturally grown and ground. . . . Remember the British food crank, Sir Arthur Arbuthnot Lane, Bart., C.C., M.S., F.R.C.S. (1850-1943), who made himself famous by telling the world that bread made from white flour was a cause of cancer? Well, "Tree of Life Bread" is made to the exclusive formula of Sir Arthur. It is baked under the personal supervision of Dr. Schein in his Toronto laboratories.

• • •

In sending forth his 12 disciples Jesus asked them to take no bread on their journey. He meant them to expect and to accept the hospitality which would surely be offered as the people welcomed the bearers of good tidings. Peasants in Palestine today still recognize the giving and receiving of bread as symbolical of friendship and hospitality.

25 Years Ago:

Lake of the Woods Milling Co., Ltd., Montreal, entered the baking business through the formation of a subsidiary company controlling the business of several large baking firms to be operated under the name of the Inter-City Baking Co., Ltd., capitalized at \$4 million.

Charles Medbury Harrington, president of the Van Dusen Harrington Co., Minneapolis, and for upwards of 40 years an outstanding figure in the grain trade, and indirectly in the flour trade, was fatally stricken with apoplexy on a visit to California.

Iowa bakers celebrated the 25th anniversary of the founding of their state association.

Death claimed William Bruce Wood, pioneer Canadian miller, at his home in Toronto. He founded the Dominion Flour Mills, Ltd., and had been its president and general manager.

The Northwestern Miller, editorially, was vigorously waging its long-time battle against the "filthy re-filled flour bag."

• • •

A YEAR

A year is like a loaf of bread,
All fresh and fair and new,
With every day a little slice,
From off that loaf for you.

And sprinkled sometimes through
the loaf
To make the flavor good,
Are raisins—holidays that come
Exactly as they should.

The year is like a loaf of bread,
So fresh and new and fair,
And when it's nibbled all away,
Another waits you there.

Frances S. Hamlet

BPEOPLE of the Middle East today employ against the locust the same methods that were probably used by Pharaoh's slaves. When a locust swarm attacks a field, the inhabitants of the nearest village surround the field, then converge toward its center, flapping cloths as they walk. The locusts are driven into clustered masses in the middle of the field. Fires are lit and the locusts are shovelled in. Or they are sprinkled with liquid poison from watering pots. Another method is for the villagers to line up and march across the field, scattering handfuls of poisoned chaff. But against the vast swarms which have attacked the Middle East in the last two years such methods are fruitless.

—BREAD IS THE STAFF OF LIFE—

**FRANK W. WICHSER JOINS
PILLSBURY TECHNICAL STAFF**

MINNEAPOLIS—Frank W. Wichser is a recent addition to the quality control department of Pillsbury Mills, Inc. He will serve as a technical bakery consultant in the Southwest and will be attached to Pillsbury's Enid, Okla., laboratory. The announcement was made by Roy K. Durham, director of Pillsbury's quality control department.

Mr. Wichser is well known for his flour granulation studies carried on at Kansas State College under the sponsorship of the Millers National Federation. He is the author of several technical articles related to that research work.

After a period in the armed services, Mr. Wichser returned to the Department of Milling Industry at Kansas State College, where he had earlier obtained his M. S. degree, to carry on flour granulation research. At the time he left Kansas State College he was an associate professor.

The name of Wichser is not new in

—BREAD IS THE STAFF OF LIFE—

Allied Trades of Baking Industry Incorporates

NEW YORK—The Allied Trades of the Baking Industry, for 32 years an unincorporated association, has announced that its certificate of incorporation has been duly filed with the state of New York and that the association is now a membership corporation under the laws of that state and will be known hereinafter as the Allied Trades of the Baking Industry, Inc.

As J. U. Lemmon, Jr., Doughnut Corporation of America, Inc., chairman of the ATBI constitution and by-laws committee, explained to members before they voted for incorporation, the legal move was made primarily to protect individual members from any personal liability they might have had as members of the old, non-incorporated association—which had the legal nature of a partnership. It was also pointed out that, with the exception of the filing fee, the cost of operating as a membership corporation would not be different in any way from operating as a membership association.

At the same time the ATBI was bringing its legal status up to date, it applied for, and

was recently granted a certificate from the U.S. Patent Office attesting that on June 2, 1953, the familiar ATBI service mark had been duly registered in the patent office and would remain in force for 20 years.

Members of the baking industry, who have come to appreciate more and more the way the ATBI has been living up to its primary purpose of "serving" the industry, extended their congratulations on the association's official incorporation and expressed their confident belief that the ATBI will continue to offer the same helpful brand of service under its incorporated status, Claude A. Bascombe, Standard Brands, Inc., secretary, said.

—BREAD IS THE STAFF OF LIFE—

NEBRASKA CONSOLIDATED MOVES OMAHA OFFICES

OMAHA—General offices of the Nebraska Consolidated Mills Co. have been moved to a downtown location in Omaha effective Sept. 21, it was announced recently by the company. The firm has leased a two-story building near the Omaha Grain Exchange where all offices of the various departments of Nebraska Consolidated can be maintained under one roof. The new address is 314 South 19th St. Offices formerly were maintained at the site of the Omaha flour plant.



—Frank W. Wichser

THE TRUTH ABOUT NEBRASKA WHEAT

NEBRASKA has become famous for producing wheats with consistently superior baking characteristics. This fact is a source of wonderment to bakers, grainmen and millers alike.

A STRONG wheat improvement association, constant research, ready cooperation of the wheat growers and a favorable climate are some of the reasons for this good record.

*For a Mellow
Nebraska Flour
Try Queen
Quality—Special
or Regular*

PRIMARILY wheat is grown to produce flour, which, in turn, is baked into bread. Nebraska realizes that, so the state has concentrated on developing only the best baking varieties of wheat and has limited its development to just a few of the best.

TO BE explicit, there are four main "good baking" varieties grown in the state—Nebred, Pawnee, Cheyenne, Turkey—and they comprise over 90% of the crop. While new varieties are being studied Nebraska will stand by these four which do what the baker wants.

WHERE is the more logical place to obtain the undiluted baking benefits of Nebraska wheat than from a Nebraska mill? Our plants are ideally situated to acquire these wheats without any added trouble or expense.

PRODUCTION of our two famous Nebraska bakery brands—WISDOM and QUEEN QUALITY—begins with careful wheat selection from areas noted for high quality baking wheats. We've been doing this in Nebraska for years and believe we are best equipped to select and mill these wheats. And each step of the process is controlled by laboratories maintained in each of our plants. Thus, you can always be sure of the uniformity and fine baking performance of WISDOM and QUEEN QUALITY throughout the year.

*Call Us
for Further
Information*

*We're a
Nebraska Mill
Grinding
Nebraska Wheat*

*Wisdom Bakery
Flour for
Finer Loaves
-Milled from 100%
Nebraska Wheat*

NEBRASKA CONSOLIDATED MILLS CO.

General Offices, OMAHA, NEB.

Elevator Storage 2,000,000 Bus.

Daily Capacity 9,500 Cwts.

Flour Mills at: OMAHA • GRAND ISLAND • FREMONT, NEBRASKA
AND ALABAMA FLOUR MILLS COMPANY, DECATUR, ALABAMA

Formulas

(Continued from page 21)

second punch 45 min. Take to the bench about 10 min. later. Scale into desired pieces and round up. Give 15 to 20 min. intermediate proof. Then make up into long loaves with blunt ends, and place in boxes or on peels that have been dusted. Give short proof. Cut with a Vienna knife before placing in the oven. Use plenty of steam in the oven.

FILLINGS FOR SPONGE CUPS

Light Cream Filling

Cream light:
12 lb. 8 oz. shortening
12 lb. 8 oz. powdered sugar
3 lb. milk solids (non-fat)
1½ oz. salt

While creaming, add gradually:
8 lb. water

Then add slowly:
1 lb. whole eggs
Vanilla to suit

The use of some butter replacing shortening will improve the eating quality. A few drops of orange oil

brings out a very pleasing combination.

Banana Cream Filling

Beat together:

5 lb. shortening
1 oz. salt
5 lb. powdered sugar
1 lb. 8 oz. milk solids (not-fat)
1 lb. powdered bananas

Add gradually:
8 oz. egg whites

Then add slowly:
3 lb. water

If desired, in order to make a fluff-

fier filling, some marshmallow may be added.

Note: Powdered bananas may be purchased from your bakers' supply house.

COCONUT LOAF CAKES

Cream together:

1 lb. 12 oz. granulated sugar
12 oz. shortening
6 oz. macaroon coconut
½ oz. salt
Vanilla to suit

Add gradually:

1 lb. 8 oz. milk

Sieve together and mix in:
1 lb. 12 oz. cake flour
1 oz. baking powder

Beat medium stiff and fold in carefully:

1 lb. 4 oz. egg whites

Deposit into paper lined loaf cake pans and bake at 350 to 360° F. After the cakes are baked and cooled, ice them with a good boiled icing and sprinkle toasted macaroon coconut on top.

Boiled Icing

Boil to 240° F.:
5 lb. granulated sugar
1 lb. corn syrup
12 oz. water

When the syrup has reached the desired temperature pour it slowly into:

20 oz. egg whites
½ oz. salt
¼ oz. cream of tartar
these having been beaten stiff.

Continue beating until the icing is stiff and then add:

8 oz. powdered sugar (sifted)
Vanilla to suit
Ice the cakes immediately.

PINEAPPLE ANGEL FOOD

Beat together on medium speed:

3 lb. egg whites
¾ oz. salt
¾ oz. cream of tartar

Add gradually:

1 lb. 8 oz. granulated sugar
When the mix holds a crease, add:

Vanilla to suit

Sift together three times and fold in carefully:

1 lb. 6 oz. granulated sugar
1 lb. 4 oz. cake flour

Then fold in carefully:

6 oz. pineapple filling

Deposit into angel food pans of desired size and bake at about 350° F. When baked, turn the pans over and allow to cool. Remove the cakes from the pans and ice the cakes with the following icing.

Pineapple Icing

Beat until stiff:

5 lb. powdered sugar
8 oz. corn syrup
8 oz. egg whites
8 oz. water

A pinch of salt

When beaten stiff, mix in 2 lb. of drained crushed pineapple. The addition of a small amount of yellow color will improve the appearance of the icing.

—BREAD IS THE STAFF OF LIFE—

ADVERTISING CAMPAIGN ON SUGAR SUGGESTED

At a recent meeting in New York, the board of directors of the Sugar Association, Inc., voted to recommend to its members that an advertising and a public relations program be undertaken to emphasize the place and value of sugar in the diet. The proposals are being considered at a special meeting of the members to be held in Chicago.

The sugar association is composed of producers, processors and refiners supplying sugar to the U.S. market.



More than 600 Riegel Papers are now proving their value for many of the nation's best-selling brands. It is the greatest variety of packaging papers available from any one source.

Somewhere among this wide selection you may find a better or more economical paper to protect your product. If we don't have just what you want, we can usually "tailor-make" a new paper to your specifications.

Write us now and tell us what you want paper to do for you. Riegel Paper Corporation, P. O. Box 170, Grand Central Station, New York 17, N. Y.

Tailor-made Packaging Papers

Riegel

GLASSINES AND GREASEPROOFS

Plain • Waxed • Printed • Lacquer-Coated • Laminated

B-E-T-S®
NOW AVAILABLE IN
2 FORMS

**THE ORIGINAL
BREAD ENRICHMENT
TABLETS**

Contains Ferrous Sulfate, the most highly assimilable form of iron, an exclusive feature—at no extra cost.

**B-E-T-S®
WITH VITAMIN D**

Another first for B-E-T-S. Addition of "sunshine" Vitamin D means extra sales appeal.

Write or wire for full information

Sterwin Chemicals
Subsidiary of Sterling Drug Inc.
1450 BROADWAY, NEW YORK 18, NEW YORK
Pioneers in Food Enrichment

The J. C. Lysle Milling Co.

MILLERS OF

**HARD AND SOFT WHEAT
FLOUR**

SINCE 1874

Leavenworth, Kansas

Victor-Champion-Frost King-Headliner**Family Flour De Luxe****THE CRETE MILLS**
CRETE, NEB**ACME — GOLD DRIFT***Better Bakery Flours*These Brands Meet Every Shop Need
THE ACME FLOUR MILLS CO.
Oklahoma City, Okla.**for ALL your flour...**

SPRING.. HARD WINTER.. SOFT WHEAT

**THE BEARDSTOWN MILLS
COMPANY**
BEARDSTOWN, ILLINOIS**E. P. MITCHELL COMPANY**

Flour—Corn Goods

GRAND 1554

Dwight Building • Kansas City, Mo.

"Whitewater Flour"Ground Where the
Best Wheat Is GrownWHITEWATER FLOUR MILLS CO.
Whitewater, Kansas**Quality Millers Since 1879****BUFFALO FLOUR**
THE WILLIS NORTON
COMPANY
WICHITA, KANSAS**ILLINOIS BAKERS ASSN.
STAGES ANNUAL OUTING**

SPRINGFIELD, ILL.—Golf, horse shoes and other activities were on the program at the annual play day staged by the Illinois Bakers Assn. at the Oakcrest Country Club, Springfield, Ill. Wives of members enjoyed auto tours of the community.

An informal program was held following the dinner, at which 87 persons were served. Marion B. McClelland, association secretary was in charge. He read messages from the following who were unable to be present:

Edward Seibert, Noll Baking Co., Alton, Ill., president of the association; Ted (Mrs. L. H. Huntley) Dallas, former secretary of the Illinois Bakers, now living in Cincinnati; Ann Patterson of Kenosha, Wis., also a former secretary of the group, and George Chussler, Bakers Weekly, honorary director of the association.

Guests introduced were Ray Cowperthwaite, president, Illinois Retail Grocers Assn., Bushnell, Ill.; Leo Nickelson, president, Sangamon County Food Dealers Assn., Springfield, Ill.; Harold Ecternach, secretary-manager of the Illinois Retail Grocers Assn., Chicago; Tipton Peek, field secretary, Illinois Retail Grocers Assn., Bushnell, Ill.; Henry Hummel, Hummel's Bakery, Robinson, Ill., songleader for the association for 45 years, and Louise Buell, executive manager the Bakers Club of Chicago.

Golf prizes (bakers) were awarded as follows: low gross, C. H. Seibert, Buetter Baking Co., Quincy; low net, Robert L. Emmons, Taystee Baking Co., Decatur; low putts, Sherman Dobbins, Dobbins Bakery, Canton; high gross, Walter A. Stringer, Colonial Bakery, Peoria; high putts, Jack Keith, Banner Bread Co., Normal; longest drive, R. G. Fischer, Buetter Baking Co., Quincy; visiting baker, William Reilly, Midland Baking Co., Terre Haute, Ind.; lady golfer, Mrs. Margaret G. Gullett, Tender Krust Bakery, Mattoon.

Allied golf winners: low gross, Richard Moreau, Moreau & Risch, Inc., Milwaukee; low net, William Gardner, Anheuser-Busch, Inc., Chicago; low putts, James Hammond, Durkee Famous Foods, Inc., Chicago; high gross, George Heninger, Standard Brands, Inc., Peoria; high putts, Paul Richardson, St. Louis; longest drive, Reed Blomberg, Mallett & Co., Chicago; shortest round, J. J. McCarthy, Standard Brands, Inc., St. Louis, and fun prize, Frank Lawler, Lockwood Mfg. Co., Peoria.

Horse shoe prizes: first, William B. Bailey, Bay State Milling Co., Peoria, and second, Milton Larson, Durkee Famous Foods, Inc., Chicago.

Door prizes: Mrs. Frank Lawler, Peoria; Mrs. E. L. Hunter, Wesson Oil & Snowdrift Sales Co., Peoria; George Siml, Siml & Sowles Chicago, and Paul Richardson, St. Louis.

BREAD IS THE STAFF OF LIFE

LOS ANGELES BAKERS MEET

LOS ANGELES — Ernie Hoelzle, Standard Brands, Inc., and John Heystee, Al Dietz's Community Bakery, were the co-headliners of the September session of the Master Bakers Retail Assn. Mr. Hoelzle talked on general conditions in the retail baking field and showed his company's film. Cake decorating, with an eye to the Hallowe'en bakery potential, was demonstrated by Mr. Heystee. A new member was welcomed into the association: W. C. Kalisvaart, Glendora Bakery, Glendora.



For the future, too, GOLDEN LOAF will always be the big value in uniform, strong, fine spring wheat flours.

"Golden Loaf" FLOUR
TENNANT & HOYT COMPANY
LAKE CITY, MINNESOTA

Established in 1912

BROKERS**FLOUR AND FEED**

Domestic and Export

L. R. JEWELL & SON—"Flourists"

626-629 20 West 9th St. Building—L. D. 74

KANSAS CITY, MISSOURI

FLOUR DEPT.

Cable Address: Jewello

Victor 0786

FEED DEPT.
GRand 6952

References: Any flour mill in Missouri, Kansas, Nebraska, Oklahoma or Texas

Centennial FLOURING MILLS CO.
GENERAL OFFICES: 340 CENTRAL BLDG., SEATTLE 4, WASH.
DOMESTIC AND EXPORT MILLERS • DEALERS IN ALL TYPES OF PACIFIC NORTHWEST WHEAT

GOLD DROP PIE and COOKIE FLOUR
PYRAMID CONE FLOUR
CENTENNIAL CAKE FLOUR
BLUESTEM and HARD WHEAT BAKERS FLOURS

6,500,000
Bushels
Country and
Terminal
Storage

NEW SPOKANE MILL... ONE OF
THE WORLD'S MOST MODERN

MILLS AT SPOKANE - WENATCHEE - RITZVILLE - PORTLAND

In the . . .

Industry Spotlight

. . . by Bill Lingren

Short-Sighted Themes in Advertising

The "tone" of certain bakery advertising was the cause for an expression of concern by E. E. Kelley, Jr., president of the American Bakers Assn., in a recent industry address. Mr. Kelley sighted "isolated cases" of baking firms making strong claims in their advertising for one type of bread which derided by inference other types of breads, "other breads which that same bakery makes, probably."

"To my mind," Mr. Kelley said, "the minute that baker declares that one type of bread is the only type suitable for inclusion in a reducing diet, he feels the idea that bread is fattening. In so doing, he is taking a crack at a big part of our industry promotion.

"One of our biggest jobs is to get rid of the wholly false idea that



Bill Lingren

bread is fattening. We are devoting a good part of our budget and a great deal of the time and effort of our personnel in this direction. Naturally we do not look with favor on an advertisement which creates an impression of direct opposition to our effort."

The only way that the baking industry can expand its operations and sales on a permanent basis is the constructive way. There is no argument that no lasting benefit to any individual baker nor to the industry can be gained in any negative approach. Mr. Kelley pointed out that "bakers have more friends outside the industry than in." Some of the biggest names in medicine and nutrition are solidly behind the baking industry and the enriched white bread it is producing for the consumers of the nation.

The ABA president urged all bakers to build their advertising and promotional work on a highly constructive plane.

"You have so much to say which is constructive," Mr. Kelley said, "you have high quality products, products which are providing vital dietary needs to all your customers. Why not build your product—and the industry—on a high plane of selling quality and selling nutrition, the basic ideas behind our national campaign? It will pay dividends in the long run."

All industries have sheep who do not seem to want to run with the pack and it is an everlasting problem for leaders in charge of a nationwide industry promotional program to keep the many individual efforts going in the same constructive direction. This problem must be solved by industry cooperation. No individual baker will make permanent gains by pulling his share of the load in a different direction. On the other hand, all bakers will benefit by every constructive gain the industry makes as a unified whole.

Are you pulling your share of the load?

The Price of Bread in the News

The price of a loaf of bread, the important "staff of life" of American consumers, is always news, particularly when it goes up. A cent-a-loaf increase went into effect in many markets last month and the metropolitan newspapers and radio stations gave it a bigger play than the lowly penny is really worth.

This was a typical headline: "Housewives Puzzled: New Hike in Bread Prices Slated Despite Wheat Drop."

The nation's press seems to take delight in hinting it has searched out an individual or an industry which is in the process of gouging the common man. It seems to say this, in effect: "See what we found these people doing! If it were not for us, and

for freedom of the press, how would you poor helpless consumers find out when you're being cheated?"

Freedom of the press is a wonderful democratic institution and we do not argue against it here. But a greater control on the nation's business economy is the consumer's freedom of choice at the retail store's check-out counter. Whether the newspapers print the story or not, few businessmen get away with cheating the customer, except perhaps briefly, and certainly not on such a staple product as bread.

Actually, under this typical headline which hinted at an unwarranted price rise for bread was a fairly lucid report of why the cost of the staff of life had to go up a penny. It quoted bakers and millers who pointed out that labor costs are up sharply, other operational costs have increased and important market influences were affecting the price of bread flour. So, if the housewife read beyond the "scare" headline, she got a pretty good explanation of the situation.

There's a moral to the story that bakers must never forget. The price of bread is always news and when a price rise is necessary its announcement should always be accompanied by a reasonable and understandable explanation of the reasons behind it. This is a job for each baker in his own market area, as well as for the Bakers of America Program at the national level.

rect tax on bread, pointing out that "any tax on bread is repugnant to all bakers."

Actually, the U.S. Department of Agriculture never had thought of asking for a penny tax on a loaf of bread. In discussions of ideas on wheat price support programs it had been mentioned that the cost of the plan under discussion would be equal to about a penny on a loaf of bread. The press association reporter had over-simplified USDA intentions and come up with a reported proposal for a "penny-a-loaf tax" on bread, which set off all the excitement.

At any rate, the affair again proves that bread is the "staff of life," and as such always will be "news."

Algerian Baker Offers Exchange

Baking for the Barbary Coast may be a far cry from the hospital-clean, smoothly scheduled baking centers of the United States, but if there is a young American baker who wants to make the comparison, he may have the opportunity to do so.

In a letter received at the American Institute of Baking in Chicago, Henri Olcina, patissier in Boufarik, Algeria, suggests an exchange-student arrangement for this purpose. M. Olcina is eager to send his son, Fernand, to the U.S. for "his professional advancement." He inquires whether it would be possible for his son's study to be in the form of an apprenticeship, whereby he would contribute his labor in exchange for room and board. In return, M. Olcina offers to accept as an apprentice the son of an American baker, who could learn the language (French) and customs of Algeria, as well as the trade of a pastry-baker. The American would be boarded with a Boufarik family in good circumstances of comfort and education.

The request is being handled by Dr. Robert W. English, director of education for the AIB. Dr. English will be glad to hear from persons who may be interested in the exchange plan, or in accepting Fernand Olcina as an apprentice.

That 1¢-a-Loaf Bread Tax

Along these same news lines, a United Press story recently carried a headline which read: "Penny-a-Loaf Tax on Bread Is Proposed in New Plan for Wheat Price Supports."

Many people got excited about this report. Housewives started to write to the editors of their local newspapers protesting such a tax; politicians issued statements pro and con; even the American Bakers Assn. issued a statement opposing any di-

ANHEUSER-BUSCH HAS "SALUTE TO ARBA" PRINTS

ST. LOUIS — Copies of the Anheuser-Busch 21-minute color sound movie, "A Salute to ARBA," have been placed in regional offices of the company for use by interested parties. Paul C. Guignon, sales manager of the bakery products department, has announced. The 16 mm. movie covers the 1952 convention of the Associated Retail Bakers of America in St. Louis, and has been commended by association officials. Those wishing to show the film can do so through their local Anheuser-Busch representative, Mr. Guignon said. ARBA headquarters has also been given a copy of the movie.



Len P. Kenney

BROKER—Len P. Kenney, manufacturer's representative for the baking industry in the Milwaukee area, was recently appointed to handle the Cochran Foil Products line of foil pie plates, tart pans and deep dishes for his section. (We made this same announcement last month, but it was difficult to recognize Mr. Kenney from the old, old illustration used.)



Leonard M. Franzen

APPOINTED—After handling many field sales positions during his 28 years with Standard Brands, Inc., Leonard M. Franzen has assumed the duties of Chicago district bakery sales manager for the Fleischmann division of Standard Brands. W. J. Baker, formerly Pittsburgh area manager, has succeeded Mr. Franzen as Chicago area manager. Mr. Franzen is prominent in baking industry affairs, and is a member of the Bakers Club of Chicago.

"Loyal Loafers" Wants Members, Plans Action

CHICAGO — The Royal Order of Loyal Loafers, an organization originally proposed by George N. Graf of Quality Bakers of America Cooperative, Inc., for the purpose of forming an army of "militant minute men" to promote the best interests of the baking industry, is under way.

A "headquarters oven" has been located at Room No. 1558, 20 North Wacker Drive, Chicago 6, Ill.

A Head Checker, Thomas F. Deutsche, of the Bakers of America Program public relations staff, will be in charge of all communications. The organization has an official insignia and stationery.

Big doings are being planned at the American Bakers Association convention, Oct. 25-28, where the organization will maintain a booth, drum up membership, "issue ammunition" and generally build up momentum.

Two project committees are being formed—one for the allied division and one for the bakery group. Committee members will be announced shortly and the committees will meet officially on Sunday, Oct. 25, just before the ABA meeting.

Mr. Graf states that "reception by the industry of this idea has been truly remarkable and enthusiastic." Over 500 key men in the baking industry have already enrolled or sent for application blanks. Scores of letters have been received from bakery sales managers who, without waiting for official directives, report on their own they have secured publicity releases, etc., favorable to the industry.

The organization, when it gains momentum, hopes materially to aid and multiply the efforts of the Bakers of America Program.

This week the "Loafers" announced its first official directive to members. It is a project for each to enroll one additional member to build the army to 1,000. At this moment the aim is to build up particularly the enrollment of bakery plant, sales and advertising managers who have direct contact with newspaper, radio and TV media.

BREAD IS THE STAFF OF LIFE PHILADELPHIA MEETING

PHILADELPHIA — The Philadelphia Bakery Production Mens Club will hear Dr. Oscar Skovholt, director



VISITOR FROM HONOLULU—Orval T. Edwards (center), vice president and general manager of Love's Biscuit & Bread Co., Ltd., Honolulu, Hawaii, dropped in on his recent trip to the mainland to visit with Harvey J. Patterson (left) and George S. Pillsbury, bakery division vice president of Pillsbury Mills, Inc. The Love company ships bread from Honolulu by special planes to all the neighboring islands, and is also active in the manufacture of cookies and crackers. Mr. Edwards made this trip to attend the annual Quality Bakers of America Cooperative, Inc., meeting and will be visiting on the mainland until about Oct. 15.

of the Quality Bakers of America laboratory at its Oct. 13 meeting at the Penn Sheraton Hotel. He will discuss "Characteristics of New Crop Flours."

—BREAD IS THE STAFF OF LIFE—

CHICAGO BAKERS STAGE 'MEMBERS ONLY' TOURNEY

CHICAGO — One hundred and twenty members of the Bakers Club of Chicago attended a golf outing for members only at the Medinah Country Club, Chicago, Sept. 29. It was the first such outing, but indications are that others will be held next year.

A sumptuous buffet luncheon, as well as a dinner of roast prime ribs of beef was served, and members played golf or shared in the other activities. Each person attending was presented with a "Zippo" lighter, with his name engraved, imprinted with the Bakers Club initials.

Blind bogey winners for golf were: Paul H. Prentiss, Cochran Foil Products Co.; Robert M. Martin, Ekco Products Co.; and N. R. Swartwout, Baking Industry. Door prize winners were: Joseph Kaniecki, Durkee Famous Foods; Winslow D. Collier, Bakers Review; and Robert H. Cox,

Badger Paper Mills, Inc. Louis F. Kirchoff, Kirchoff's Bakery, Paducah, Ky., was awarded a prize for coming the longest distance to attend the outing. Arthur L. Beaver, the Humko Co., made the presentations.

An impromptu musical program was rendered at the dinner by a quickly formed quintet consisting of: Joseph T. Shufitowski, with the company of the same name; Franklin J. Bergenthal, Bergy Materials, Inc.; Arthur H. Gardner, Standard Brands, Inc.; Hunter Brown, Chapman & Smith Co., Melrose Park, Ill.; and George Burny, Burny Bros., Inc.

You get these advantages in Square bread

enrichment wafers: 1. Assured potency.

2. Quick disintegration. 3. Super-thorough

diffusion. 4. Finer, more buoyant particles.



5. Clean, even break into halves & quarters.

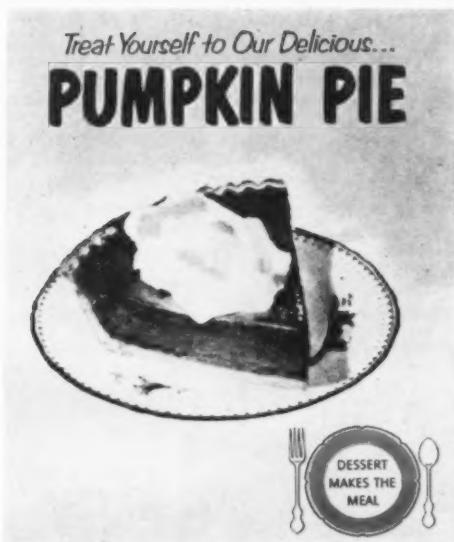
Order today from your yeast company sales-

man. Vitamin Division, Hoffmann-La Roche

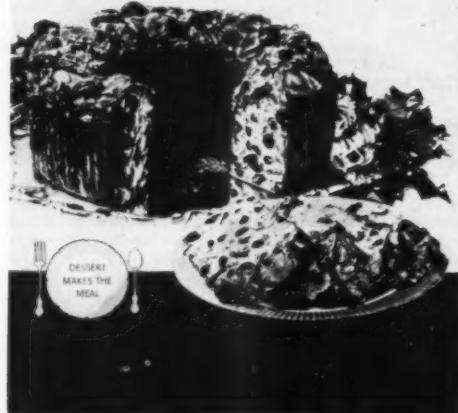
Inc., Nutley 10, New Jersey.



Bakery Merchandising



ENJOY THIS DELICIOUS FRUIT CAKE TREAT



"Dessert Makes the Meal"

A complete line of merchandising material prepared by the Bakers of America Program, Chicago, for its "Dessert Festival" promotion running from October through mid-December includes the colorful poster pictured at the left above. Printed in four colors and featuring that seasonal favorite, pumpkin pie, it measures 5 in. by 6 in. and can be used as a store display card, menu tipon, back bar reminder or a consumer handout piece. Other material in the kit which is being distributed to program subscribers consists of truck posters, table tents, rack cards, window streamer, shelf strips and restaurant reminders. All carry the promotion's theme "Dessert Makes the Meal."

The kit also contains a booklet "Invitation to Dessert" and 18 mats designed for use in advertisements by bakers and grocers.

A perennial favorite of thousands of people during the holiday season—fruit cake—is the subject of the poster in the center which will be used in conjunction with the "Dessert Festival" promotion. The poster measures 9 in. by 12 in. and is printed in four colors. It is designed for use as a retail store posterette, a restaurant reminder and can be adapted for use as a consumer handout piece by imprinting on the back and folding in half.

A co-operative campaign to promote the sale of take-home fruit cakes in restaurants has been developed jointly by the Bakers of America Program and the National Restaurant Assn., as a part of the Baker Dessert Festival campaign, according to E. E. Kelley, Jr., president of the American Bakers Assn.

"According to the National Restaurant Assn., the sale of take-home food items in restaurants has gained steadily in recent years," Mr. Kelley

said, "so this looks like an ideal outlet for fruit cake. Simply by stacking the cakes near the cashier and promoting the sale by table tents and menu tipons, the restaurant operator can sell a lot of fruit cake—on either a branded, non-branded or private label basis.

"From the restaurant operator's standpoint, the take-home sale of fruit cake could be profitable since his selling expenses would be very low. In a very few minutes he can build an attractive display near the cashier's station. The cashier, in addition to her regular duties, can ring up fruit cake sales. No package, refrigeration or stale expenses would be involved.

"And from the baker's standpoint the extra delivery expense to his regular customers will be at a minimum. Also this idea, when properly promoted, should get more people to order fruit cake for dessert in restaurants.

"The plan has been submitted to a number of bakers who are quite enthusiastic," Mr. Kelley said. "Bakers who have been supplying the restaurant trade indicated a willingness to work with restaurant operators on private labels.

"Others plan to start building for the promotion immediately, and have ordered material from the Bakers of America Dessert Festival kit, for use in the restaurant campaign.

"The National Restaurant Assn. reports that contact with restaurant operators also has shown a keen interest in the idea and are planning displays of fruit cake at the holiday season."

The eye-catching poster at the right above is a four-color job, 7 in. by 10 in., designed to be used for a store display, a rack card or a restaurant reminder. Further information on the kit designed for program subscribers is available from the Bakers of America Program, 20 N. Wacker Drive, Chicago 6, Ill.

Arnold Brings Out Butter Crumpets

Paul Dean Arnold, president of Arnold Bakeries, Inc., Port Chester, N.Y., has the general distribution of a new type of muffin called the Arnold Butter Crumpet. The new crumpet has been specially tailored for toasting. It is split evenly in the middle so that it will slip readily into a toaster. Also, the six-cornered crumpet is large enough so that it will pop up above the edge of the toaster, making it easier to lift out.

The Butter Crumpet was first market tested in August in Springfield, Baltimore and Washington, D.C. Without any fanfare or advertising, packages of four crumpets each were put on the shelves of chain and independent grocers. Grocers reported that all the packages were purchased within a few days, and doubled their orders the next week, without any urging from the distributors.

The approach of the Arnold sales promotion men to their prospective buyers has been somewhat novel.

The Arnold salesmen go into the buyer's office with about half a dozen



The Arnold Butter Crumpet, Designed for Toasting

packages of the crumpets, a toaster, and butter and jam sold by that particular chain. The aroma of the toasting crumpets makes everyone eager to taste them. The reception has been excellent. The buyer and his staff taste the crumpets plain as well as covered with jam and butter, and usually want to know at once when they will be on the market and at what price.

Arnold has helped to build up immediate interest with his own distributors by holding breakfasts at trucking terminals from which the distributors leave on their routes. Tables are set up and coffee and crumpets are served hot. Roland A. Casey, sales manager of Arnold, reports that the breakfasts have resulted in added enthusiasm for the new product. In addition Mr. Arnold has addressed formal sales meetings of distributors.

Arnold is now backing the introduction of crumpets with local newspaper advertisements and radio announcements, and by the use of shelf-hangers and other display material. A series of store demonstrations in the large markets to acquaint the public with the product is planned.

Baked Foods Customers Buy Fast!

The average shopper spends only 35 seconds in the self-service bakery department of a super market, a study just released by the du Pont Co. discloses.

Since store displays averaged 97 different baked goods items, each package had only two-fifths of a second to start the "self-selling" process that ends in a sale.

The study was made of more than 6,000 shoppers in dozens of super markets in several American cities.

Average size of super market display was 212 sq. ft., and nearly 70% of the housewife's decisions to buy baked goods were made after she entered the store.

The study emphasized why packages should follow these basic selling principles to meet the challenge of fast moving, self-service traffic:

Attract Attention—Using the best

in color and design, a package should be attractive enough to stand out from its competitors in crowded displays.

Develop Interest—The package should arouse the prospective buyer's interest by emphasizing product features.

Create Desire—Transparent packaging might be used to arouse desire by showing product freshness and stimulating appetite appeal, du Pont observed.

Getting Action—If the above principles are successfully developed, the shopper's buying action should follow, it was said.

Timings were made in dozens of super markets in several American cities. Shoppers were timed during a normal shopping week, Monday through Saturday, starting when they entered baked goods departments, and continuing until they left.

Copies of the study, "Every Second Counts," may be obtained from local du Pont representatives, or from the du Pont Co., film department, Wilmington 98, Del.



FOR BIGGER THANKSGIVING SALES—Ignoring the pleas of the pretty miss, these turkeys are waiting to boost bakery sales at Thanksgiving time. The point-of-sale displays are the latest in the series of "Fruit Pyramids," made available to bakers throughout the nation at no cost by Pillsbury Mills, Inc. The birds call attention to "Gobblin' Good Thanksgiving Features," which can be any product in the bakery. Fourteen price tickets are furnished as part of the merchandising package available from Pillsbury representatives or direct from Pillsbury Mills, Minneapolis.

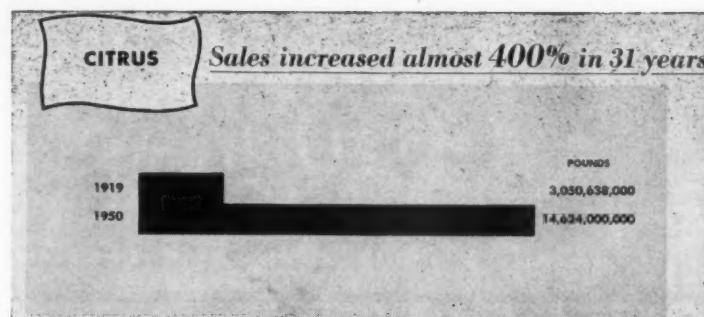
Schools Attempt to Better Children's Eating Habits

Some children learn to eat bread and butter at school, reports Ellen H. Semrow, director of consumer service for the American Institute of Baking, Chicago. This fact was brought out by school lunch managers from several states, who report that bread and butter served with hot lunches introduces many of their children to a new eating habit. Reason given by the children is that their mothers are trying to reduce weight by following a popular diet fad.

Mrs. Semrow and Ruth R. Clarke, who supervises consumer service's test kitchen, learned that many schools, in recognition of the damage to children's health and food habits which can be caused by im-

proper meal patterns in the home, now have compulsory nutrition training programs. In one large city all schools have a midmorning nutrition period during which pupils are permitted to eat hot or cold sandwiches, rolls, fruit and milk. Children also are required to eat lunch at school, and at the elementary school level they must eat the balanced meal provided. It is thought that this program will train children to select proper foods when they reach the high school level and may order their lunches à la carte.

School lunch operators are among the organizations which regularly receive the quantity recipes using bakery foods which are developed and distributed by AIB's consumer service. Mrs. Semrow has been told that this service is especially welcome when the schools receive large shipments of food and do not have time to work out quantity recipes for their use.



Road for Action

Pillsbury Booklet Outlines Baker's Toughest Competition

(See Editorial on Page 9)

A plan of action for the baking industry based on a realization of its competitive situation is outlined in a booklet recently released by Pillsbury Mills, Inc., Minneapolis.

The per capita consumption of flour holds warning for bakers and millers, Pillsbury says, tracing consumption decline from the peak years of the early 1900's to the present low of approximately 130 lb. Although there are many more people, the booklet points out, the nation consumes only 4% more wheat flour products than it did 42 years ago.

"In the period 1910-1950, we have had a 60% increase in population," the report states, "but only a 4% increase in the consumption of wheat flour products. The nation has been growing 15 times faster than the wheat flour products industry . . . ours is a static business."

By means of charts and graphs, the Pillsbury booklet pictorially points up the baker's and miller's dilemma: The millions of additional people, each eating the same number of calories per person as they did in 1910, should mean prosperity for both industries—instead, total consumption is down and the shift from home baking to commercial baking has caused significant upheavals in the industries themselves.

Even though people consume only slightly more wheat flour in total than they did 42 years ago, many changes have occurred within the industry, it is pointed out. "Commercial baking has increased by leaps and bounds—home baking has declined rapidly." Here are the figures:

Consumption of flour by bakeries: 1910, 27,300,000 cwt.; 1950, 144,200,000 cwt.

Consumption of flour in home baking: 1910, 165,000,000 cwt.; 1950, 56,100,000 cwt.

In 40 years, it is reported, there has been a 116,900,000 cwt. gain in bakery flour, and a 108,900,000 cwt. loss in home-used flour, with the difference being accounted for by the

additional flour consumption in total.

"As the years go by, Mrs. Housewife is baking less and less. Whereas she formerly used 80% of the flour consumed in this country, she now uses only 25%.

"It's rather plain to see that Mrs. Housewife is buying her baked foods in the most convenient form—already baked!

"It seems to us," Pillsbury says, "that we must conclude the home baker obviously is not the baker's toughest competitor. Her competition is getting less important each year."

Touching on the packaged cake mixes, which are sometimes supposed to compete with the baker, the report says that all the flour used in all brands of package cake mixes takes less than 1/4 of 1% of the total consumption of flour. The survey also points out that cake mixes are growing in popularity at the expense of packaged flour and family flour, and not at the baker's expense.

"The fact of the matter is," the report claims, "losses in packaged cake flour for home consumption combined with losses of family flour used for cake (15.4% of all family flour is used for cakes) have been almost twice as great as the increase in flour used in mixes.

"Each year finds the baker getting a bigger share of the baked foods market."

The crux of the situation, the thing that hurts both the miller and the baker, is the continuing shrinking in the per capita consumption of wheat flour products—from 211 lb. in 1910 to 129.9 lb. in 1952. "This loss is very close to being catastrophic" for these industries.

Grain products and potatoes are similar in that their share of the market has been almost cut in half—meats have held almost motionless, while dairy products, citrus fruits and other foods have taken their increased slice of the market pie directly from grain products.

These competitors' sales records are shown in the accompanying illus-





HALLOWEEN PROMOTION—General Mills, Inc., is making posters such as that illustrated above available to bakers as part of a Hallowe'en promotion and merchandising kit. Four streamers are supplied with different products featured. Witch hats and "owl masks" are a part of the kit to help create the proper atmosphere with salesgirls wearing the "props." A booklet has valuable tips for making extra profits on Hallowe'en specialties such as cookies, cupcakes, and doughnuts, formulas for which are a part of the booklet. "There is a tremendous potential of increased tonnage available if we can replace only 10% of the apples and candy handed out of the nation's doors as 'treats' on Hallowe'en eve with baked foods," General Mills' spokesmen point out.

trations. In addition to the figures shown, sales of candy have increased 50% in 20 years, sales of cheese increased 240% in 40 years.

Aggressive promotion is the reason, the booklet determines. Over \$20,000,000 in advertising and promotion was spent by these competitive foods in 1951, with budgets being increased in most cases.

The baked foods business has been taking a licking from other foods—due in large part to more extensive advertising, merchandising and marketing tactics used by manufacturers of these foods.

Climaxing the report are two roads of attack for bakers, millers and allied industries in competing with these other foods:

Action taken by individual companies.

Group action.

Specific recommendations for these actions are described in the editorial on page 9, as well as in the booklet itself, copies of which are available from Pillsbury Mills, Inc., Minneapolis.

BREAD IS THE STAFF OF LIFE

Pacific Coast ASBE Chapter Opens Year, Discusses Rye Breads

PORTRLAND, ORE.—The correct preparation of rye breads was the theme of the first meeting of the 29th year of the Oregon chapter of the American Society of Bakery Engineers which convened here Sept. 16.

A record crowd, including guests from Idaho, Washington, California and British Columbia, turned out to hear Roy Howell of the San Francisco office of Standard Brands, Inc., urge the promotion of Limpa or Swedish rye.

"Most people prefer a sweet rye," he said. "With Limpa running about 16% syrup we would have a quick-selling item that actually would not need a great deal of promotion."

Discussing the freezing of rye breads, Mr. Howell said he has found the most satisfactory method to be that used in the handling of conventional Danish pastries, pointing out that the dough suffers no ill effects from this method but is rather improved in flavor and symmetry.

"The mixing of rye doughs is about the same," Mr. Howell said. "At least part of the mixing time must be at a low speed. Since rye doughs always ferment much faster, we run them on the cooler side with a light salt percentage."

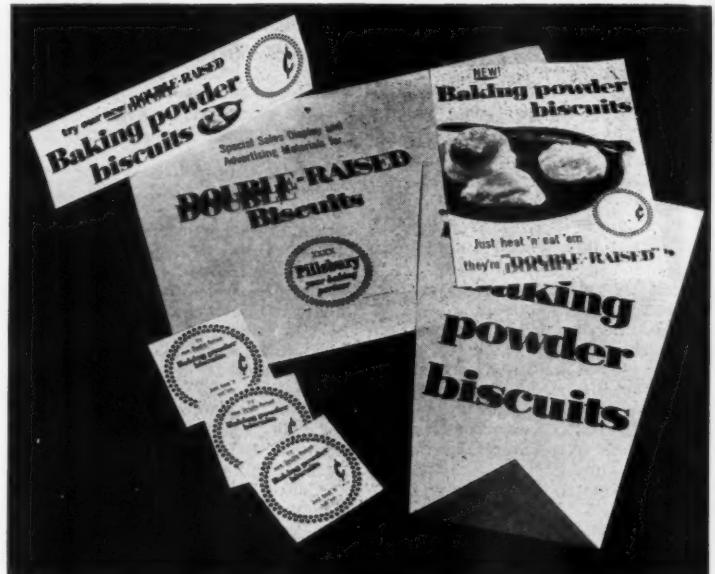
Since there are many ways of handling sours, he advised that every baker fit a sour in with his own shop schedule and labor conditions, remembering the important factor that the sour must be handled the same way each day.

He outlined the following method: Start three pounds of rye dough, cover with rye flour. Allow to stand 48 hours in a wooden bucket. Slice an onion into 2 lb. of water, draining off enough water to make a sponge. Sour milk may be added at this point. Let stand 12 to 24 hours, working well several times. After each working, let the dough double its weight.

He described the acidity of various types of ryes as follows: Very tangy, or Jewish type, has a pH reading of 4.2; for Russian or German rye the pH reading is 4.8.

"Taste panels have found that anything above 4.8 shows no sign of sourness," he said. "Conventional white pan bread reads 5.4 to 5.5 on the pH meter. Crackers and devil's food cake read 8 to 8.5."

Mr. Howell said that in preparing the bread he first washes it with an egg wash or a gelatinized starch. When the latter is used the bread



NEW BAKERS' BISCUIT KIT—In announcing "Double-Raised" Biscuits as a new baked food product opportunity for bakers, Pillsbury Mills, Inc., currently released through its field organization a complete kit of "pre-tested" merchandising and advertising helps. Utilizing all of the display material, a retail baker or bakery department in a grocery outlet could become a headquarters for "Double-Raised" biscuits, the new product which Pillsbury says "combines the rich, full flavor of baking powder biscuits with the light, airy texture of yeast-raised rolls." There are two color pennants with which the dealer can top his selling space. Four-color posters and counter cards present the biscuit in attractive illustrations. Price cards, shelf cards, newspaper mats of various sizes and radio commercials are other elements in the merchandising kit pictured above which can be ordered from Pillsbury Mills, Inc., Bakery division, Minneapolis. Suggested radio commercials term the market-tested biscuit the "best baking news of the year."

must be washed both before and after baking. He added that he likes a spread of 5 or 6° in the proof box and said that the bread shouldn't be cut quite so deeply if there is plenty of proofing.

Roger Williams, Master Bakers, Salem, and chapter secretary of long standing, told the assembly that the Oregon chapter has the distinction of being the only chapter in the U.S. that has functioned steadily since its inception in 1925.

The meeting was conducted by I. E.

Savin, Savin's Bakery, Tillamook, chapter president.

BREAD IS THE STAFF OF LIFE

M. J. SWANSON WILL HEAD MINNESOTA ALLIED GROUP

MINNEAPOLIS—M. J. Swanson, Red Star Yeast & Products Co., was elected president of the Minnesota Allied Trades of the Baking Industry at that group's first fall meeting Sept. 25 at the Hotel Leamington, Minneapolis. He succeeds Harold L. Kevern, Swift & Co., who remains on the board of directors.

R. M. Bates, Rapinwax Paper Co., secretary-treasurer for many years, was elected vice president. E. E. Hoelscher, Standard Brands, Inc., was named to succeed Mr. Bates.

Elected to the board of directors were A. E. Grawert, Pillsbury Mills, Inc.; Kenneth Maas, the Maas-Keefe Co., and Frank W. Cooley, Jr., The American Baker magazine.

H. C. Kayser, H. C. Kayser Co., was named assistant secretary-treasurer.

Mr. Swanson made several appointments to standing committees, including L. C. Bolvig, Procter & Gamble Co., auditing; Mr. Bates, membership; A. J. Vander Voort, Dunwoody School of Baking, health and welfare; Mr. Cooley, publicity.

Carl Swanson, Booth Cold Storage Co., will be in charge of the telephone reminder duties for the coming year.

The remaining committee appointments will be announced at the group's next meeting Oct. 23. Dec. 11 was set as the date for the annual Christmas party. It will be held in St. Paul.

Preliminary plans were completed for a joint baker-allied meeting which will be held early in 1954 at the Schmidt Brewing Co., St. Paul, with the brewing firm to act as host at dinner and refreshments.



MINNESOTA OFFICERS—New officers and directors have been elected by the Minnesota Allied Trades of the Baking Industry, to serve for the coming year. Here is the group, following the election meeting held in Minneapolis recently: Front row, left to right, R. M. Bates, the Rapinwax Paper Co., vice president; M. J. Swanson, Red Star Yeast & Products Co., president, and E. E. Hoelscher, Standard Brands, Inc., secretary-treasurer. Back row, from the left, Kenneth Maas, the Maas-Keefe Co., director; Henry C. Kayser, H. C. Kayser Co., assistant secretary-treasurer; Harold L. Kevern, Swift & Co., outgoing president who remains a member of the board of directors; Frank W. Cooley, Jr., editor, The American Baker, and A. E. Grawert, Pillsbury Mills, Inc., directors.

CONVENTION CALENDAR

Oct. 20-22—National Association of Bakery Sanitarians, Hotel Sherman, Chicago; sec., Dr. Edward L. Holmes, American Sanitation Institute, 884-886 Hodiamont Ave., St. Louis 12, Mo.

Oct. 24-28—American Bakers Assn., Hotel Sherman, Chicago; Sec., Harold F. Fiedler, 20 N. Wacker Drive, Chicago 6, Ill.

Oct. 28-31—National Bakery Suppliers Assn., Palmer House, Chicago; sec., George A. Seldel, 1245 W. Dickens Ave., Chicago 14, Ill.

Nov. 2—Connecticut Bakers Assn.; Elton Hotel, Waterbury, Conn.; Sec., Charles Barr, 584 Campbell Ave., West Haven 16, Conn.

Nov. 15-17—New England Bakers Assn.; Hotel Statler, Boston; sec., Robert E. Sullivan, 51 Exeter St., Boston 16, Mass.

1954

Jan. 23-25—Pennsylvania Bakers Assn., Abraham Lincoln Hotel, Reading, Pa. Sec., Theo. Staab, 5700 E. Broad St., Philadelphia, Pa.

Jan. 31-Feb. 2—Potomac States Bakers Assn., Lord Baltimore Hotel, Baltimore; sec., Emmet Cary, 16 McClellan Place, Baltimore 1, Md.

Feb. 3-5—Tri-State Bakers Assn., Jung Hotel, New Orleans; sec., Sidney Baudier, 204 Board of Trade Bldg., New Orleans, La.

March 14-17—Associated Retail Bakers of America, Netherland Plaza Hotel, Cincinnati, Ohio; sec., Trudy Schurr, 735 W. Sheridan Road, Chicago.

Apr. 26-28—Pacific Northwest Bakers Conference; Multnomah Hotel, Portland, Ore.; Sec., Roger Williams, 1138 Jefferson St., Salem, Ore.

May 2-4—Texas Bakers Assn.; Texas Hotel, Ft. Worth, Texas; Sec., Mrs. G. Goodman, 1134 Liberty Bank Bldg., Dallas 1, Texas.

May 3-4—Associated Bakers of Minnesota, Lowry Hotel, St. Paul; sec., J. M. Long, 623 14th Ave. S. E., Minneapolis.

May 10-12—Iowa Bakers Assn.; Savery Hotel, Des Moines; sec., Norman X. Swenson, 113 South Court St., Ottumwa, Iowa.

May 23-27—American Association of Cereal Chemists, Hotel Cosmopolitan, Denver, Colo.; sec., C. L. Brooke, Merck & Co., Inc., Rahway, N.J.

June 12-15—New England Bakers Assn.; Poland Spring House, Poland Spring, Maine; Sec., Robert E. Sullivan, 51 Exeter St., Boston 16, Mass.

June 13-14—Rocky Mountain Bakers Assn.; Albany Hotel, Denver; Sec., Fred Linsenmaier, Box 871, Denver 1, Colorado.

June 19-21—Bakers Association of the Carolinas, Ocean Forest Hotel, Myrtle Beach, S.C.; sec., Mrs. Louise Skillman, 2608 Portland Ave., Charlotte 7, N.C.

June 21-23—Potomac States Bakers Assn. and Bakers Club of Baltimore, The Cavalier Hotel, Virginia Beach, Va.; sec., Emmet Cary, 16 McClellan Place, Baltimore 1, Md.

July 25-27—West Virginia Bakers Assn., Greenbriar Hotel, White Sul-

phur Springs, Va.; sec., Edward Johnson, 611 Pennsylvania Ave., Charleston, W. Va.

Sept. 26-28—Southern Bakers Assn. Production Conference, Hotel Biltmore, Atlanta; sec., E. P. Cline, 703 Henry Grady Bldg., Atlanta 3, Ga.

—BREAD IS THE STAFF OF LIFE—

FALL SEASON PLANNED

NEW YORK—The first fall luncheon and meeting of the Bakers Club, Inc., will be held at the Hotel Astor

Nov. 19 at 12:30 p.m. Guest speaker will be Thomas D'Arcy Brophy, chairman of Kenyon & Eckhardt, Inc., advertising agency.

—BREAD IS THE STAFF OF LIFE—

TYLER CORPORATION MAKES CHANGE IN NAME

NILES, MICH.—A change in name from the Tyler Fixture Corp. to Tyler Refrigeration Corp., has been approved by the board of directors and company shareholders, according to an announcement by Robert L. Tyler, president. "The change in name," Mr. Tyler explained, "reflects the change Tyler made during the past

26 years, from manufacturing conventional store fixtures to manufacturing a complete line of refrigerated food store equipment."

"Along with its expanding activities in the refrigeration field," he continued, "Tyler also now owns and operates the Harder Refrigerator Corp. and Wilson Refrigeration, Inc."

Describing the steady and rapid expansion of the company, Mr. Tyler stated, "Since its founding in Muskegon Heights, Mich. in 1927, Tyler has grown from three employees to more than 1,200 employees in four plants located in Niles, Mich.; Cobleskill, N.Y.; Smyrna, Del.; and Waxahachie, Texas."



MILLIONS OF AMERICAN HOMES SERVE . . .

Beautiful **WHITE BREAD**

made with

Wytase
DOUGH WHITENER

WYTASE is the registered trade mark of the J. R. Short Milling Company to designate its natural enzyme preparation for whitening the dough.



J. R. SHORT MILLING COMPANY, 38th and South May Streets, Chicago 9, Illinois



RUNCIMAN MILLING CO.
SUBSIDIARY TO JONATHAN HALE & SONS, INC.
MANUFACTURERS OF FINEST
MICHIGAN SOFT WHEAT FLOURS
Plain and Self-Rising
IONIA, MICH. PHONE 65
Since 1856

WANT ADS

Advertisements in this department are 15¢ per word; minimum charge, \$2.25. (Count six words for signature.) Add 20¢ per insertion for forwarding of replies if keyed to office of publication. Situation Wanted advertisements will be accepted for 10¢ per word, \$1.50 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads \$7 per inch per insertion. All Want Ads cash with order.

MACHINERY FOR SALE

FOR SALE	
1 Hayssen Wrapper & Slicer (Belt Feed Conveyor)	\$200.00
75,000 Wiener Trays—12½ x 6x1¼	\$7.50 Per M
30,000 Brown & Serve Liners—9x6½	6.50 Per M
3,000 Liners—7x3½	4.00 Per M
CENTRAL GROCERS COOPERATIVE, INC.	
2101 S. Carpenter St. Chicago 8, Ill.	

MACHINERY WANTED

WANTED TO BUY — RICHARDSON scales, bag closing machines and other good mill, feed and elevator equipment. J. E. Hagan, Box 574, Jefferson City, Mo.

BAKERIES FOR SALE

BAKERY, GOOD BUSINESS, CENTRALLY located in growing town of Delray Beach, Florida. Price \$10,000. Good equipment. Write Edith O. Taylor, 209 So. Federal Hwy., Delray Beach, Fla.

BAKERY

Retail: central Texas; excellent trade; fine equipment. Sacrifice for quick sale. No. 5B25Q1Z10½.

GEO. W. SANDLIN & CO.
308 West 15th St. Austin, Texas

SITUATIONS WANTED

I am OLE THE OVEN OILER

I do a real good job real fast, keep wasted lubricant down to a minimum and I don't dirty up your nice clean floors. The guys I work with in lots of other bakeries enjoy working with me because I make a SNAP out of an awful dirty job, and because I am safer, too! I only take up about one square foot of floor space when I ain't working. How about a job in your bakery? On a 30 day trial basis if you prefer!

Illustrated folder free on request.

THE OVEN OILER COMPANY, FRANKLIN PARK, ILL.

150 ATTEND WISCONSIN BAKER-ALLIED OUTING

MILWAUKEE—About 150 bakers and allied tradesmen from Wisconsin and nearby states attended the recent fourth annual Wisconsin Bakers-Allied Trades golf tournament and summer outing at the Schwartz Hotel, Elkhart Lake, Wis.

Fifty-one golfers participated in the golf tournament. Also on the entertainment program was a horseshoe tournament and a card party for the ladies. Activities concluded with an evening dinner during which winners of the various events were awarded prizes. Attendance prizes also were awarded. Fifty-one contributions from allied firms and individuals were received and made possible a galaxy of

prizes, including portable radios, electric mixers, toasters, roasters and other appliances.

Meeting with the bakers and allied trades was the Wisconsin Production Men's Club whose scheduled monthly meeting at Stevens Point, Wis., was moved to Elkhart Lake to enable members to enjoy the day's program. Approximately 20 members attended.

Awards for driving the longest distance to attend the outing went to John Woodward and E. A. Lundin, Jr., Nolingberg Bakery Co., Iron River, Mich., representing the bakers, and to J. M. Feist, Standard Brands, Inc., and I. R. Chriss, Procter & Gamble, both of Minneapolis.

In golf, the president's trophy awarded by the Wisconsin Bakers Association, Inc., for low gross

among bakers again went to Richard Everix, Everix Bakery, Fond du Lac, who becomes permanent owner of this trophy. He shot an 81 for the 18 holes.

The secretary's cup, awarded annually to the allied trade man with low gross was won by Max Shimon, Watertown Egg Co., also a repeater, and who won the first leg of the award in 1951 but did not compete last year. His score was 76.

Shooting a 73, William Bibble, Mrs. Karl's Bakeries, Milwaukee, won low net honors among bakers, and Gene Becker, Rapinwax Paper Co., shot a 72 to win this honor for the allied group.

John Jennings, John Jennings Co., Chicago, won a prize for his longest drive and Ray Ping, M. Erickson Bakery, LaCrosse, won one for coming closest to the pin.

In the ladies' golf tournament, Marg Pinahs, Milwaukee retail bakery operator, and Grace Morey, Delicious Food Shop, Oshkosh, battled it out for the longest drive to win awards for their efforts. Evelyn Heberling, Bay State Milling Co., Winona, Minn., shot a 91 for low gross honors.

Due to the large number of golfers who "hit" the blind bogey, drawings for the five awards set aside for this purpose were necessitated. Winners were Dick Metz, Gerhardt Quality Bakery, Fond du Lac; Fred Ritter, Tennant & Hoyt, Lake City, Minn.; Charles Regan, Chicago Metallic Mfg. Co., Chicago, and Oscar Dick, Dick Bros. Bakery, Manitowoc.

Ray Pinczkowski, Ph. Orth Co., Milwaukee, general outing chairman, won horseshoe pitching honors.

BREAD IS THE STAFF OF LIFE

ST. LOUIS PRODUCTION CLUB CHAIRMEN NAMED

ST. LOUIS — M. J. Swortfiguer, Kroger Co., and Victor E. Marx, president and secretary of the American Society of Bakery Engineers, were principal speakers at the fall meeting of the Greater St. Louis Bakery Production Club, held at the Gatesworth Hotel.

John Boeck, Ward Baking Co., president of the club, announced the appointment of chairmen of various committees for the coming year. Named were Gus Risse, Kroger Co., first vice president of the club, chairman of the question and answer committee; Ross Stewart, Standard Brands, Inc., second vice president, chairman of the program committee; W. R. Nenninger, Bettendorf's Market, third vice president, chairman and moderator of the panel discussions.

In answer to a questionnaire, re-

questing subjects and type of panel discussions preferred by the membership, the following subjects were chosen by the group and will be presented in their respective manner at future meetings: "Production problems pertaining to the five-day week, in six-day operation"; "Training of personnel in the production department"; "Advantages of prepared mixes in bakery operations"; "Process of development of bakery products"; "Thorough explanation and discussions on pan glazing"; and "Cost accounting."

BREAD IS THE STAFF OF LIFE

PHILADELPHIA BAKERS HOLD SUCCESSFUL OUTING

WERNERSVILLE, PA. — The Philadelphia Bakers Club held its annual outing at Galen Hall Hotel, Sept. 18-20. Members of four other eastern bakers' clubs joined the three-day party which included the playoff for the Marshall Cup and many other golf awards.

The Central Pennsylvania golfers were winners with a total score of 20½. Philadelphia was second with 20, and Boston, New York and Baltimore Bakers Clubs followed in that order.

Harold Muller-Thym, chairman of the golf committee acted as master of ceremonies, awarding the prizes, and the popular C. H. Bollinger, outing chairman, who chose the floor show acts was present to receive congratulations.

BREAD IS THE STAFF OF LIFE

FOUR NEW APPOINTMENTS ANNOUNCED BY OMAR, INC.

OMAHA—Three appointments at the firm's general offices in Omaha and one at the Springfield, Ohio, branch have been announced by Omar, Inc.

George Dauble, who formerly had his own labor relations service for Kansas City bakeries, has been named labor relations manager at Omaha for the firm's six districts. Cleveland, Columbus, Indianapolis, Milwaukee, Omaha and Peoria comprise the six districts.

Mel Arnold of Toledo has been named house counsel at Omaha. Mr. Arnold has been legal counsel and manager of the legal department for the Toledo Scale Co. since 1946.

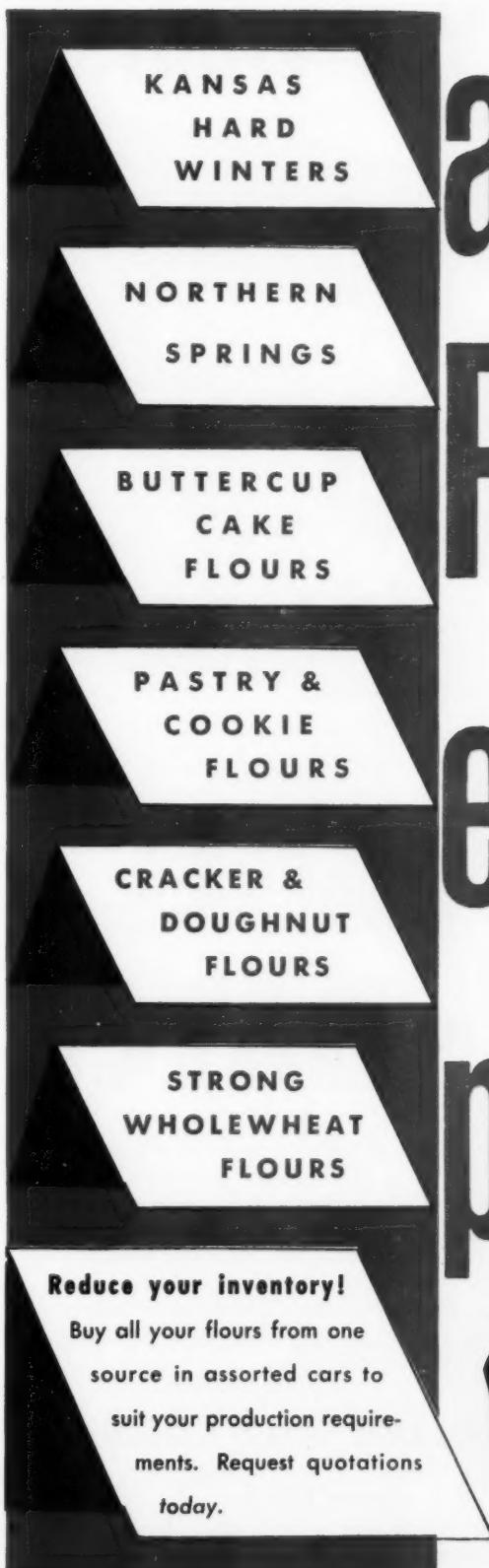
Dan Dodd has been named assistant retail sales manager at Omaha. He is a member of the firm's general sales department. Mr. Dodd was formerly branch manager at Aurora, Ill.

Russell P. Cook has been appointed manager of the Springfield, Ohio, branch. He formerly was manager of the Columbus sales branch.



ANNUAL WEST VIRGINIA MEETING—Golf and other recreation shared places with association business at the annual meeting of the West Virginia Bakers Assn. at White Sulphur Springs, W. Va., recently. New officers in the association are shown at the left above: Harry G. Fretwell, manager of the Cablish Baking Co., Charleston, treasurer; Edward R. Johnson, secretary; Paul Cole, manager of the Raleigh Baking Co., Beckley, vice president, and Ralph Thompson, manager of the Purity Baking Co., Charleston, president.

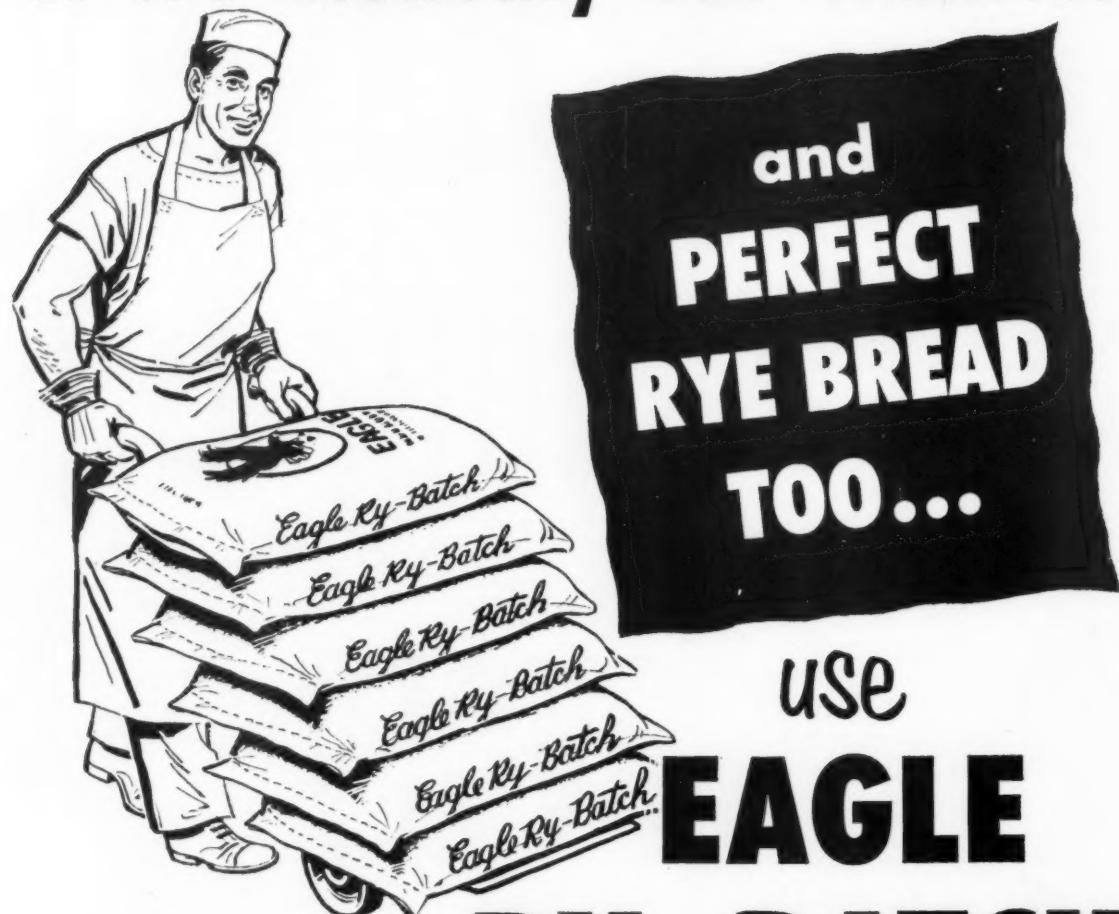
In the center are the major trophy winners in the golf tournament. Charles Spelsberg, Sanitary Baking Co.; Dan Langdon, Jr., Anheuser-Busch, Inc.; Harve Woockner, Marathon Corp.; Earl Heiner, Heiner's Bakery, and J. Mancini, Mancini's Bakery, who won the visiting baker's trophy. At the far right, the organist is Curtiss H. Scott, Grocers Baking Co., Louisville, chairman of the American Bakers Assn. Thinking up new requests are Mr. Johnson and his wife, Elizabeth.



a Bakery Flour for every purpose



If it's Economy You Want...



use

EAGLE RY-BATCH



Your Choice of

LIGHT

MEDIUM

DARK

PUMPERNICKEL

RY-BATCH

- Full volume, flavorful rye bread everytime—at a lower cost! You can depend on it with any Eagle RY-BATCH. Harvest-fresh rye flours and choice spring first clears skillfully blended in just the right proportions save you time and money—produce top-quality rye bread day in and day out. Try an Eagle RY-BATCH in your bakery for just 30 days. Keep track of the time you save. The results will surprise you.

EAGLE ROLLER MILL COMPANY

Since 1856

New Ulm, Minnesota



EVERY possible safeguard and standard guides the production of America's outstanding planes. We are just as particular about how AMERICAN FLOURS are made. These high specifications apply at every step from wheat field to bakery. That is the finest kind of protection for your bread's good taste and good name. It pays to BUY AMERICAN!

Flour Capacity
4,000 Sacks

Grain Storage
5,000,000 Bu.

American Flours, Inc.

G. M. ROSS, President FLEMING ROSS, Vice-President PAUL ROSS, Secretary
T. G. McDONALD, Sales

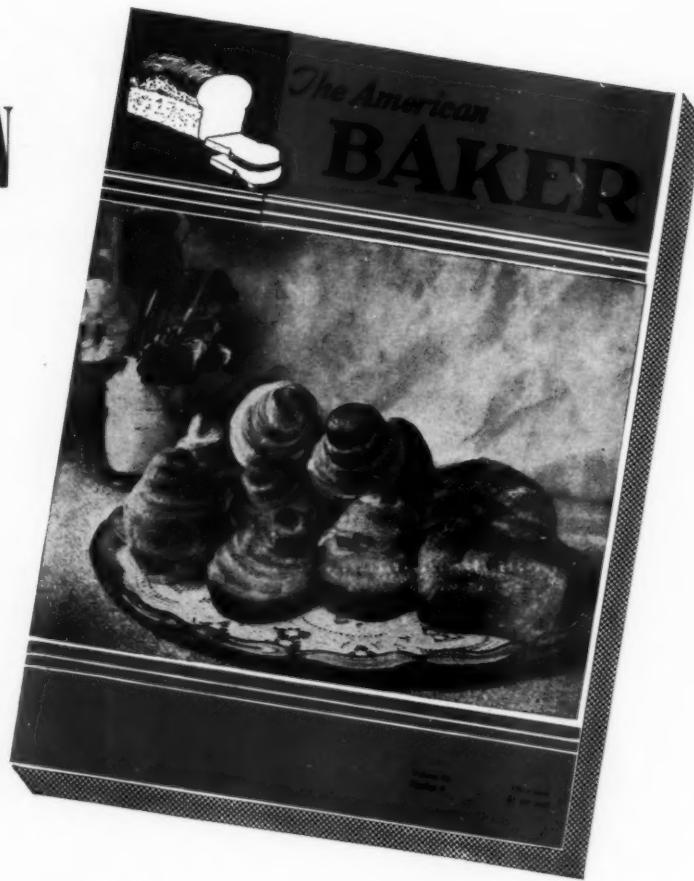
NEWTON, KANSAS

HELPS YOUR SALESMEN MAKE THEIR CALLS

THE AMERICAN BAKER, published monthly, blankets the top 20% of the baking industry which buys 80% of the equipment, ingredients and supplies. Its circulation provides monthly personal sales calls in the 3½ billion dollar baking industry, and furnishes contact with the people who directly or indirectly control the buying.

With its selective paid circulation **THE AMERICAN BAKER** concentrates on the large retail bakers and wholesalers, covering 80% of the baking industry buying power. It contains a wealth of special news columns and informative articles which arouse interest in your product or service.

Continued preference for **THE AMERICAN BAKER** is evidenced by a high renewal subscription rate. These features provide advertisers consistently strong readership and help create preference for your product. Here's a ready-made audience of buying power receptive to your advertising message.



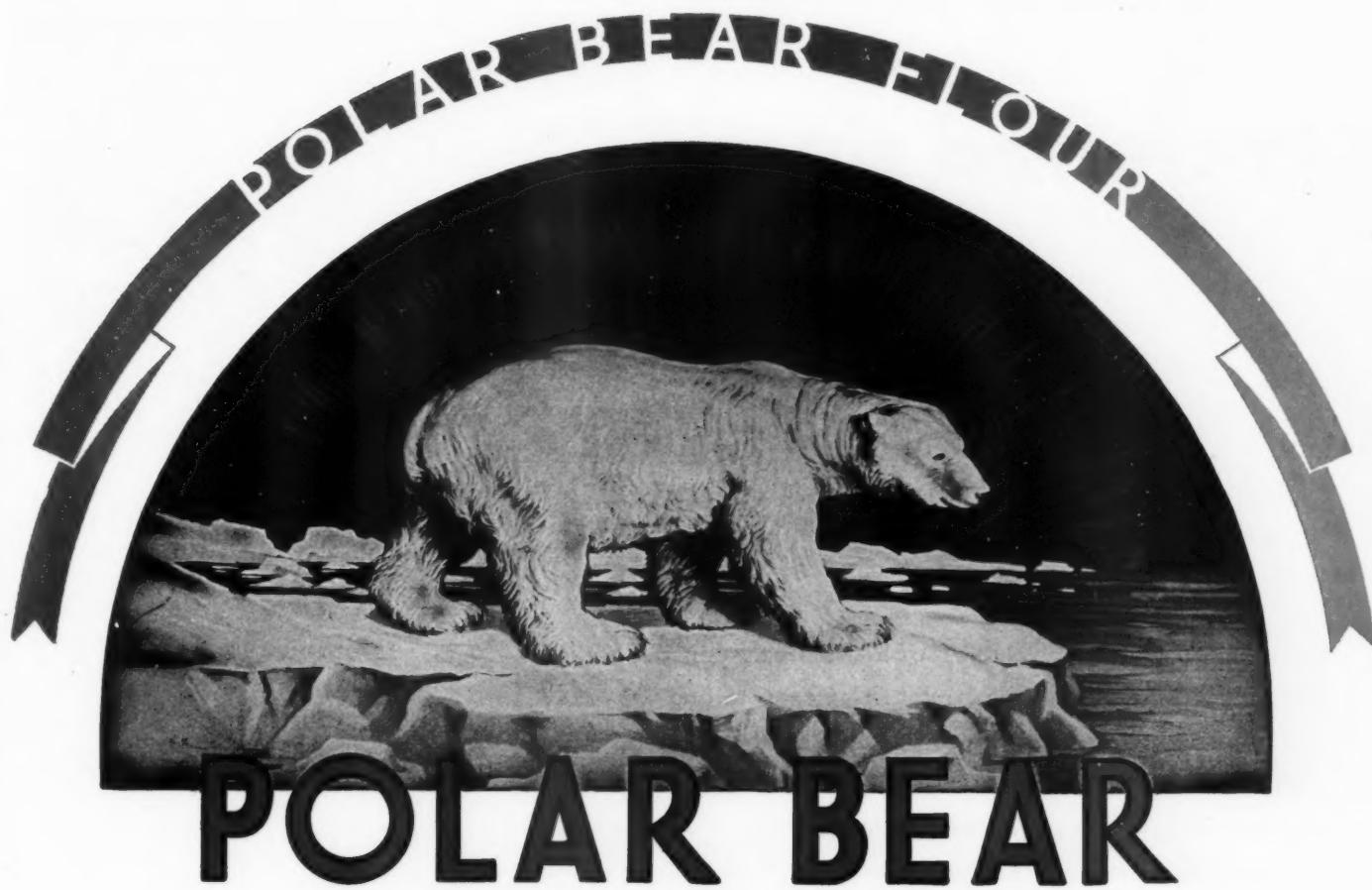
These Features Insure Reader Interest:

Flour Market Review — written by trained market analysts, gives vital information for flour purchases, nerve center for bakery profits. **Washington News** — The American Baker maintains its own Washington Bureau interpreting the latest news from the Capital. **Tested Formulas** — its technical editor brings expert advice on the baker's problems. **News Spotlight** — monthly baking news in a brief one-package presentation. **Successful Selling** — and other merchandising articles promote profitable selling methods. Tell the Baker **YOUR Facts Where He Gets HIS Trade Facts.**

THE MILLER PUBLISHING CO.
*The Businesspaper Family Serving
the Related Fields of*
Flour, Feed, Grain and Baking
THE NORTHWESTERN MILLER • FEEDSTUFFS
THE AMERICAN BAKER • MILLING PRODUCTION

The American Baker

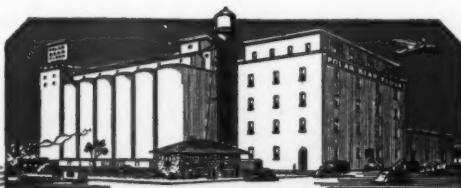
118 SOUTH SIXTH STREET, MINNEAPOLIS 2, MINN.
NEW YORK CHICAGO KANSAS CITY TORONTO



FLOUR IS KING

It pays to be sure. Nothing can offset the damage caused by a lapse in bread quality, whether accidental or not. So it is worthwhile to pay a little extra for a dependable quality flour like POLAR BEAR which costs more to make because it is produced from premium wheats.

Founded by
Andrew J. Hunt
1899



Ralph C. Sowden
President

The NEW ERA MILLING COMPANY
ARKANSAS CITY, KANSAS

Preferred since



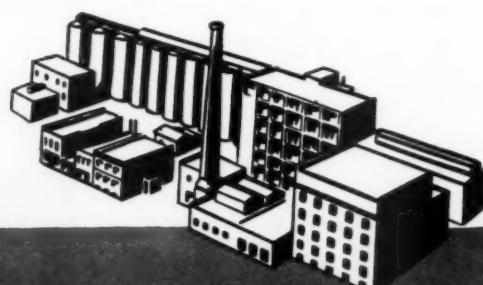
For over 74 years, MOTHER HUBBARD has been a quality yardstick the country over. Constant testing and re-testing is your guarantee that this same high standard is maintained from year to year. Entrust your baking results to MOTHER HUBBARD FLOUR . . . you'll be amazed at the greater yield, finer flavor, and better keeping qualities!



Other Famous HUBBARD Flours:

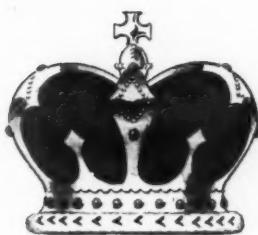
SPRING MAIDE
SUPERLATIVE

KING HUBBARD
SONNY HUBBARD



HUBBARD MILLING COMPANY

MANKATO, MINNESOTA



THE ROYALTY OF QUALITY BAKERY FLOUR



KING MIDAS  FLOUR MILLS

MINNEAPOLIS, MINNESOTA

**RETAIL BAKERY SALES
DROP DURING JULY**

WASHINGTON — Sales of bakery products in retail establishments fell 5% below June figures during July, according to the U.S. Department of Commerce. Sales were 9% above those for the same month in 1952. For the first seven months of 1953, sales were 7% higher than for the same period of 1952.

**2 ILLINOIS PRODUCTION
CLUBS CONDUCT MEETINGS**

DECATUR, ILL. — The first fall meetings of the Central Illinois Production Club and the Southern Illinois Production Club were conducted recently, with M. B. McClelland, Decatur, secretary of the Illinois Bakers Assn., speaking on "Merchandising at Retail" at both meetings.

The Central Illinois group met at Peoria, with 55 in attendance. Joe Dergins, production superintendent, Purity Baking Co., Peoria, president of the group, was in charge. Other speakers and their topics included W. D. Kent, Anheuser-Busch, Inc., "Sweet Goods Presentation and Demonstration", and Dr. C. W. Ofelt, chemist, Northern Regional Research Laboratories, U.S. Department of Agriculture, Peoria. The next meeting of the Central group will be Oct. 20 at Bloomington.

The southern group met at West Frankfort and besides Mr. McClelland's talk, the club heard Homer Zeigler, Anheuser-Busch, Inc., speak on "Sweet Goods Presentation and Demonstration." The next meeting of the club will be held at either Marion or Benton, Ill., on Nov. 18. At this meeting the new club officers will be selected. Samuel Martin, Martin Baking Co., Murphysboro, and Ora Davis, Davis Bakery, Anna, Ill., are on the nominating committee.

—BREAD IS THE STAFF OF LIFE—

Repair Firm

DAVENPORT, IOWA — The Bettendorf (Iowa) Bakery Equipment Co. has filed articles of incorporation in Iowa to manufacture new bakery equipment and repair used equipment.

Officers of the corporation are Charles Sollo, president; Junius Califf, vice president, and Charles J. Smith, secretary-treasurer.

—BREAD IS THE STAFF OF LIFE—

JOINS FOOD AD AGENCY

NEW YORK — Mrs. Avanelle S. Day has joined the staff of Bernard L. Lewis, Inc., New York, as director of home economics activities. Mrs. Day, formerly director of the American Molasses Company's home economics department, will supervise recipe development and testing for Lewis, food public relations agency.

COHEN E. WILLIAMS & SONS
Nashville, Tenn.
FLOUR BROKERS
PHONE L. D. 88 CABLE ADDRESS: COWIL

WILLIAM PENN FLOUR CO.
DOMESTIC FLOUR FOREIGN
31st and Chestnut Streets PHILADELPHIA 4, PA.

INDEX OF ADVERTISERS

Abilene Flour Mills Co.	36	Globe Milling Co.	36	Novadel-Agene Corp.	Cover
Acme-Evans Co.	24	Gooch Milling & Elevator Co.	26	Panipius Company	41
America Flour Mills Co.	61	Green's Milling Co.	32	Penn, William, Flour Co.	76
Amendt Milling Co.	40	Greenbank, H. J., & Co.	76	Pillsbury Mills, Inc.	49, 50, 51, 52
American Flours, Inc.	71	Habel, Armbruster & Larsen Co.	76	Pineapple Growers Assn.	
Ameri-Harris Neville Co.	1	Heide, Henry, Inc.	32	Pratt, R. C.	
Anheuser-Busch, Inc.	48	Hoffmann-La Roche, Inc.	63	Preston-Shaffer Milling Co.	45
Arnold Milling Co.	17	Hubbard Milling Co.	74	Quaker Oats Co.	24
Atkinson Milling Co.		Hunter Milling Co.	42	Red Star Yeast & Products Co.	43
Atlantic Towers Hotel				Red Wing Milling Co.	32
Bay State Milling Co.	48	Imba, J. F., Mig. Co.	45	Reilly, John F.	
Beardstown Mills	61	International Milling Co.	2	Riegel Paper Corp.	60
Bemis Bro. Bag Co.	4	Ismert-Hincke Milling Co.	33	Robinson Milling Co.	
Blair Milling Co.	48			Rodney Milling Co.	34
Blake, J. H.	40	Jaeger, Frank, Milling Co.	40	Royal Palm Hotel	40
Blodgett, Frank H., Inc.		Jennison, W. J., Co.	36	Runciman Milling Co.	67
Borden Co.		Jewell, L. R., & Son.	76	Russell-Miller Milling Co.	47
Brey & Sharpless		Johnson-Herbert & Co.	76	Russell Milling Co.	32
Brolite Co.	30	Kansas Flour Mills Company.	7	Sheridan Flouring Mills, Inc.	45
Brown's Hungarian Corp.	32	Kansas Milling Co.	19	Short, J. R., Milling Co.	67
Buhler Mill & Elevator Co.	48	Kelly-Erickson Co.	76	Smith, J. Allen, & Co., Inc.	40
Cahokia Flour Co.		Kelly, William, Milling Co.	5	Springfield Milling Corp.	32
California Raisin Corp.		Kent, Percy, Bag Co., Inc.	36	Standard Brands, Inc.	18, 28, 29, 38
Cargill, Inc.		King Midas Flour Mills.	75	Standard Milling Co.	3
Centennial Flouring Mills Co.	61	King Milling Co.	40	Star of the West Milling Co.	40
Charlike, Wm., Ltd.		Kiwi Coders Corp.	40	Sterwin Chemicals Inc.	61
Chase Bag Co.	53	Knappen Milling Co.	76	Stock, F. W., & Sons, Inc.	2
Coleman, David, Inc.	76	Knighton, Samuel, & Sons, Inc.	76	Strisk, S. R., Co.	76
Commander-Larabee Milling Co.	31	Koerner, John E., & Co.	76	Sugar Information, Inc.	35
Consolidated Flour Mills Co.	8			Tennant & Hoyt Co.	61
Crete Mills, The	40			The Northwestern Miller	40, 72
	61			Thompson Flour Products, Inc.	76
De Lisser, Andrew	76			Tri State Milling Co.	36
De Stefano, Ulysses	76			Union Steel Products Co.	27
Dixie-Portland Flour Co.				Urban, George, Milling Co.	2
Doughnut Corporation of America	40			Valier & Spies Milling Co.	69
Dow Chemical Co.				Voigt Milling Co.	
Duluth Universal Milling Co.	32			Wallace & Tiernan Co., Inc.	Cover
Duncan, Wm. C., & Co., Inc.	76			Wall-Rogalsky Milling Co.	32
Dunwoody Industrial Institute				Watson Higgins Milling Co.	76
Eagle Roller Mill Co.	70			Weber Flour Mills Co.	45
Eckhart, B. A., Milling Co.	37			Western Star Mill Co.	32
Evans Milling Co.	48			White & Co.	
Fant Milling Co.				Whitewater Flour Mills Co.	61
Fisher-Faligetter Milling Co.				Wichita Flour Mills Co.	48
Flour, Inc.	48			Williams Bros. Co.	76
Ft. Morgan Mills	32			Williams, Cohen E., & Sons.	76
France, Francis M.				Wolcott & Lincoln, Inc.	
Fulton Bag & Cotton Mills	23				
Gallatin Valley Milling Co.					
Garland Mills, Inc.					
General Mills, Inc.	Cover				

ULYSSES DeSTEFANO
Mill Agent
FLOUR AND SEMOLINA
Correspondence Solicited
447-449 Produce Exchange New York, N. Y.

**THOMPSON FLOUR
PRODUCTS, INC.**
FLOUR
Produce Exchange Building
New York City

**HABEL, ARMBRUSTER &
LARSEN CO.**
All **FLOUR** Grades
410-420 N. Western Ave., CHICAGO, ILL.

Quality Flour for Every Need
Cliff H. Morris & Co.
25 Beaver Street NEW YORK

Andrew De Lisser
DOMESTIC FLOUR EXPORT
475 Fifth Ave. New York, N. Y.

Soft Cake Flour
For Biscuit Manufacturers
WATSON HIGGINS MILLING CO.
GRAND RAPIDS, MICH.

KELLY-ERICKSON CO.
INC.
Flour Brokers
OMAHA, NEB.
New York San Francisco

S. R. STRISIK CO.
Flour Mill Agents
Produce Exchange NEW YORK

Johnson-Herbert & Co.
FLOUR
520 No. Michigan Ave., Chicago 2, Ill.

**KNIGHTON
FOR FLOUR**
NEW YORK BOSTON
PHILADELPHIA

WM. C. DUNCAN & CO., Inc.
Domestic and Export
Flour and Cereal
Products
280 Madison Ave. New York

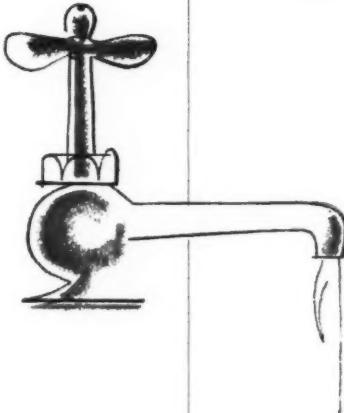
The Williams Bros. Co.
Merchant Millers KENT, OHIO, U.S.A.
Specialists Ohio Winter Wheat Flour
All our wheat is grown on "Western Reserve" and bought from the growers at elevators we own and operate.

JOHN E. KOERNER & CO.
DOMESTIC EXPORT
FLOUR - FEED
P. O. Box 646
740 Magnolia St.
NEW ORLEANS 7, LA., U. S. A.

H. J. GREENBANK & COMPANY
FLOUR
PRODUCE EXCHANGE NEW YORK, N. Y.

FLOUR
Broker and Merchandiser
DAVID COLEMAN, Incorporated
Members N. Y. Produce Exchange
Produce Ex. - NEW YORK
New England Office: 211 Bryant St., Malden, Mass.

certain
as your
water supply



It's rare that your public water supply fails—so rare, in fact, that you just naturally *expect* uninterrupted service. You have a right to expect the same dependability from your flour treatment equipment and processes.

For that reason, the N-A Flour Service Division, an integrated manufacturing, research and service group, offers a complete, single-responsibility flour treatment service. Equipment and materials are backed by over a third-of-a-century of experience, and are designed specifically for the job they are to do—laboratories are available to work with you and your consultants on maturing, enriching and color improvement problems—and a competent field organization regularly inspects the apparatus they supply to help you meet emergencies, avoid troubles and enjoy continuous, economical operations.

DYOK
for flour maturing
NOVADELOX
for a whiter, brighter flour
N-RICHMENT-A
for uniform enrichment



WALLACE & TIERNAN COMPANY, INC., AGENTS FOR

NOVADEL-AGENE

BELLEVILLE 9, NEW JERSEY

REPRESENTATIVES IN PRINCIPAL CITIES



IT'S BROWN 'N SERVE'S 4TH ANNIVERSARY

Your Baby's Growing Up!

It's only four years since Brown 'n Serve was born, and handed over to the bakers of America.

And how your baby's grown!

For many bakers Brown 'n Serve products have become one of their steadiest sales producers and customer-pullers. And the variety of Brown 'n Serve products that has been developed is amazing.

Brown 'n Serve has persuaded

thousands of women to buy rather than bake —helped thousands of bakers to increase store traffic and sales. Brown 'n Serve is the easiest way for the homemaker to provide her family with baked foods, fresh and hot from the oven.

Why not cut yourself a slice of the money-making Brown 'n Serve business? For formulas and merchandising suggestions ask your General Mills salesman.

General Mills, Inc.



Minneapolis 1, Minnesota

